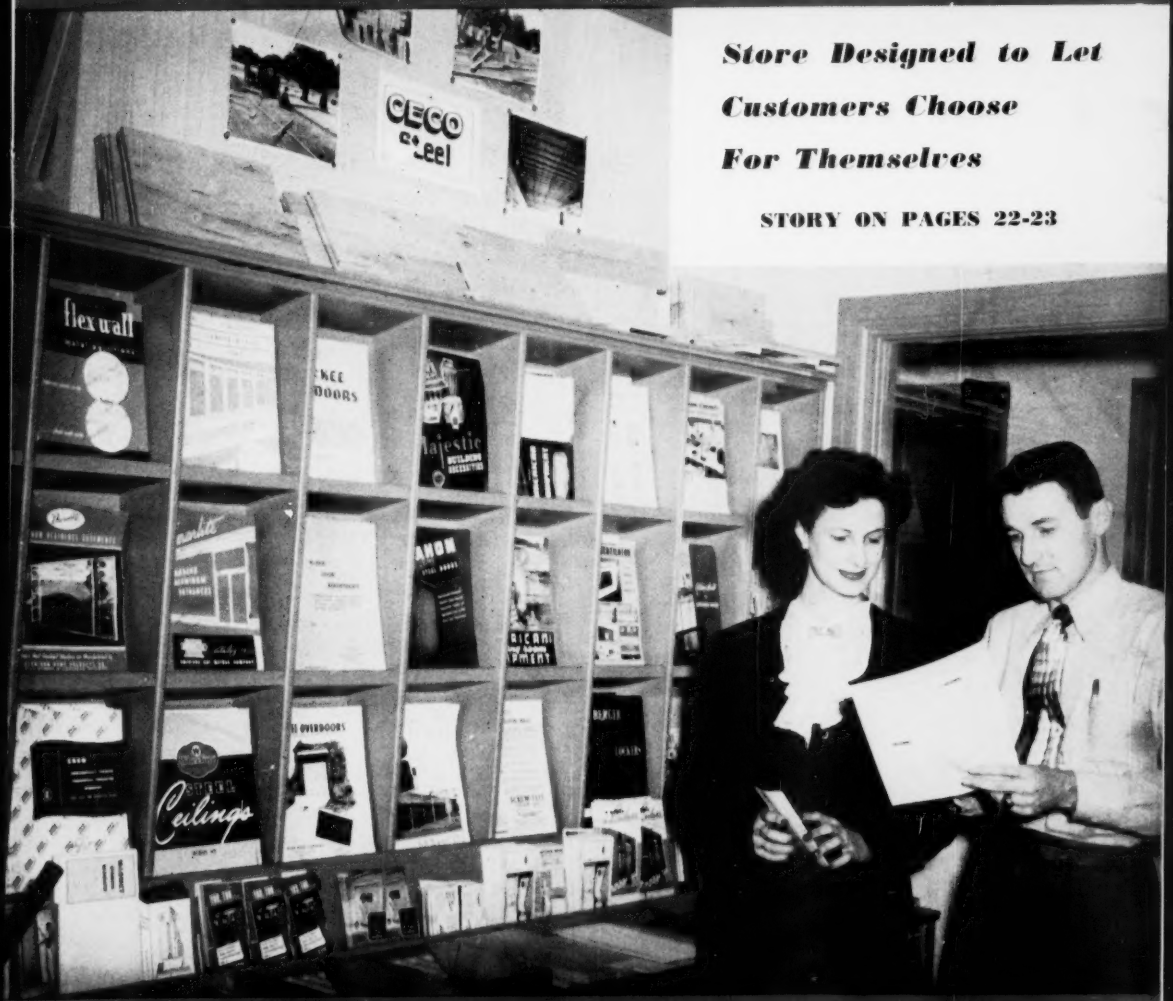
Southern

FEBRUARY, 1950

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



Store Designed to Let Customers Choose For Themselves

STORY ON PAGES 22-23

INSULATING BOARD IS 'TRIPLE THREAT'

PAGES 29-30

NEW TEXAS STORE DEPARTMENTIZED

PAGES 26-27

HIGHLIGHTS of S.W.L.A. and Kentucky Conventions

Pages 63-67

10,100 Copies This Issue

A BRUTE FOR STRENGTH

Weather-tested for the South, the all-aluminum Miami Awning Window is constructed from 63S-T5 non-corrosive aluminum alloy. No painting, no repair, no maintenance of any kind is ever required.

Punishing laboratory and actual wear tests prove Miami Window's positive superiority over other Awning type Windows. Pittsburgh Testing Laboratories, nationally known authority on window construction and air infiltration, has approved the Miami Awning Window while rejecting practically every other aluminum Awning type Window on the market today!

Dealerships Invited! This easy to sell, nationally advertised, all-aluminum window means big profits to qualified dealers. See it in 1950 Sweet's Architectural File, $\frac{17A}{M}$ or write . . . Miami Window Corporation, Dept. X, 3631 N. W. 38th Avenue, Miami, Florida.

For HOMES, APARTMENTS, CHURCHES, HOTELS, PUBLIC BUILDINGS

"The Window That Seals Tight Without Weather-Stripping"

MIAMI AWNING WINDOW

Stained SHAKERTOWN SIDEWALLS

Builders prefer them for their luxury appearance and ease of application. Homeowners prefer them for their beauty, economy and care-free service. Stained Shakertown Sidewalls are fast becoming America's first choice because they answer the demand for quality housing materials at low cost, and minimum cost-per-year of service.

Shakertown Sidewalls are re-butted and jointed to assure straight, unbroken course lines and tight, invisible joints. For complete information and color samples, write the address below.

Factories at
CHEHALIS, WASH.
CLEVELAND, OHIO

- Unsaturated building paper.
- Outer course is laid ½" lower than the concealed layer.
- Unstained Red Label, No. 3 or undercoursing Grade Shingles are used for the under course.
- Weather exposures may be varied to achieve many desirable architectural effects. Sixteen-inch shakes may be exposed up to 12" to the weather. Eighteen-inch shakes allow exposures as great as 14" to the weather. Twenty-four-inch shakes allow 16" exposures.
- Two rust-resistant, small head 5d nails per shake for outer course, applied 2" above butt-line and ¾" from edges. Use a third nail in shingles wider than eight inches. Joints are tight or spaced.

The PERMA PRODUCTS *Company*

EXCELLENCE PERMA OF QUALITY

7007 MORGAN AVENUE CLEVELAND 4, OHIO

full speed ahead *

*With new

machinery and

an improved

control system

all along our

production line,

we're turning out

even better

Hermitage Cements . . .

in greater quantity

. . . than ever before.

Hermitage Portland Cement Company • AMERICAN TRUST BUILDING, NASHVILLE 3, TENN.

Hermitage Cements

PORTLAND

HIGH EARLY STRENGTH

AIR ENTRAINING

MASONRY

Star Fence Posts

Sirco Aluminum Roofing Steel

Interlocking Shingles Aluminum Steel

SSIRCO distributed products SELL!

Insulation Board

You're a Building Supplies Dealer—a successful one, we hope. If so, you know that to STAY successful you have to sell a quality line . . . products that bring your customers back for repeat purchases, and for their other building supplies needs.

Murphy Color Scheme Paint

Reynolds Rey Kool Built-up Roofing

Milcor Steel Gutters Downspouts

Duralt Tension Screens

But how do you gauge the caliber of a line . . . how can you be sure that the quality of its products will be maintained? Principally by your distributor's reputation over the years for handling quality products. . . . For example, take SSIRCO—Southern States Iron Roofing Company—and its wide line of dependable building supplies. Look at the variety and names shown here—each means quality in its field. That's why you find so many successful dealers selling SSIRCO manufactured and distributed products . . . why SSIRCO products SELL!

Aluminum Gutters and Downspouts

Aluminum nails! Steel

Whiting-Adams Paint Brushes

Asphalt Roofing Products

Lok Cotton Insulation

Thulman Ready to Install Chimneys

Barclay Wall Paneling

You'll find other reasons for the swing to SSIRCO, of course . . . its generous profit margins . . . SSIRCO's completeness of line . . . and its FOURTEEN convenient Southern warehouses that cut your inventory and investment requirements with OVERNIGHT DELIVERY or DRIVE-IN pickup.

Reynolds Lifetime Aluminum Mill Products

Douglas Fir Plywood

Wilfamco Garage Doors

Reynolds Aluminum Industrial Corrugated Aluminum

Write Today . . . or phone or wire . . . for complete information on your profit possibilities as a SSIRCO Dealer—selling quality SSIRCO products. DON'T DELAY!

Asbestos Roofing & Siding

Sirco Manufacturers & Distributors

SOUTHERN STATES IRON ROOFING COMPANY

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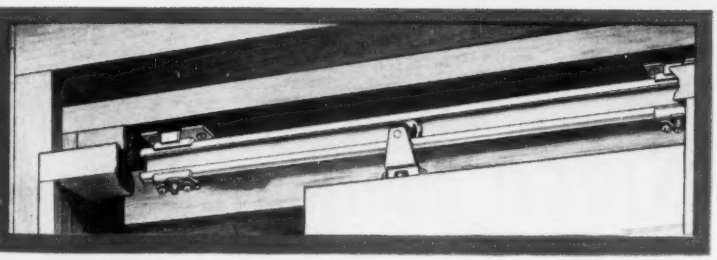
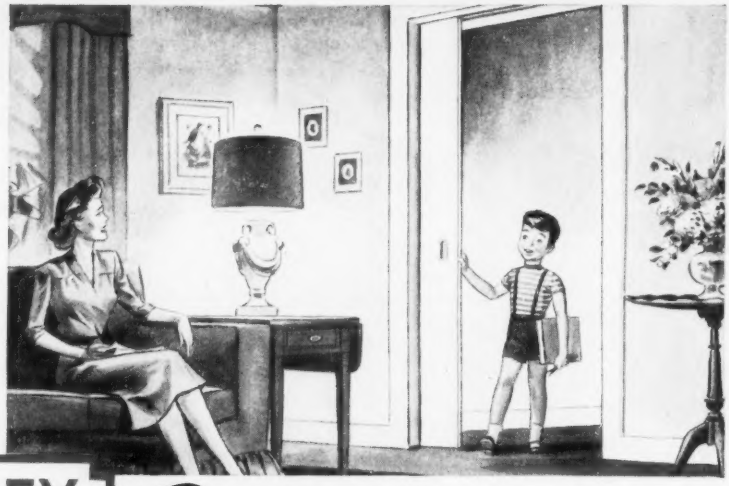
Jacksonville, Fla. Orlando, Fla. Columbia, S. C. Raleigh, N. C.
Nashville, Tenn. Memphis, Tenn. Louisville, Ky. Richmond, Va.
Birmingham, Ala. Hattiesburg, Miss. New Orleans, La.

IT'S EASY ALL THE WAY



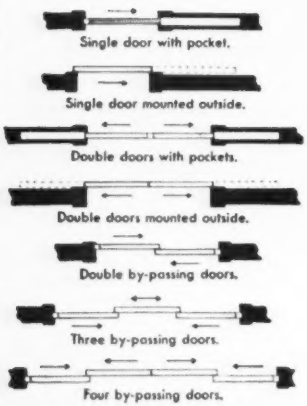
...when homes are planned and built with



STANLEY *Residential*

Reg. U.S. Pat. Off.

SLIDING DOOR HARDWARE



Sliding Doors Pay Extra Dividends in smart appearance, easy, effortless operation, and more freedom for furnishings. Leading architects, builders and suppliers are emphasizing these advantages in the trend to lightweight interior doors where compactness and convenience are important.

Wide Range of Applications (*several shown here*) is matched by modern Stanley design . . . V-shaped track for minimum friction . . . quick and easy adjustment with a screw driver without removing trim. Complete plans are packed with each set. The Stanley Works, New Britain, Connecticut.

→ *Send for this special folder that illustrates and describes complete line, with door plans, header construction and installation details.*

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

YOU MAKE the BIG $50 SALES

when you handle Roxbord, the only tileboard *specifically designed to be sold through your store.*

The 'traffic stopper' Roxdale promotion—colorful window displays, counter displays, descriptive circulars, envelope stuffers, window streamers, mats, instruction sheets—is guaranteed to draw the redecoration minded customer into your store. Making the big average $50 sale that brings you $20 in profits is easy once your customer sees the sales producing features that make ROXBORD the only different tileboard.

Join the hundreds of dealers in your field who are now enjoying anywhere from $350 to $1800 in additional monthly sales because they tried and proved that they could sell tileboard in volume—the ROXDALE way.

ACT NOW!

FREE Samples
'See For Yourself!'
Mail Today!

ROXDALE BUILDING PRODUCTS CORPORATION

Dept. SB-2 2916 White Plains Road, New York 67, New York

Gentlemen: Sure I'm interested in products that bring in $50 average unit sales. Send me free sample kit and full details on your fast-moving products.

Name_____

Address_____

City_____ Zone_____ State_____

"DURALL SCREENS...our

One of the reasons for DURALL's fast-moving sales is national and trade advertising, reaching more than 40,000,000 readers! Your sales of DURALL SCREENS will be stimulated this spring and summer by color advertisements in Saturday Evening Post, Better Homes and Gardens—and by other advertisements in Good Housekeeping, Small Homes Guide, Architectural Forum, American Builder, etc.! Get ready for a big DURALL season!

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

NATIONAL RETAIL LUMBER DEALERS ASSN. · UNITED STATES SAVINGS & LOAN LEAGUE
QUALITY · SECURITY
IT'S EASY TO OWN A GOOD AMERICAN HOME

DURALL
ALUMINUM TENSION SCREEN

It's NEW!

Now . . . for the first time . . . hundreds of hardware retailers are selling *full-length window screens!*

Selling them because they have a *new kind* of screen—a profitable specialty item—ideal for easy handling, good display, quick sales!

It's DURALL aluminum tension screens—made by the manufacturers of the famous Opal, Liberty Bronze and Aldura Aluminum wire screening.

DURALL is a revolutionary new product with advantages home owners and building men have never before enjoyed in a window screen! It's all-aluminum—easily installed—snaps into place from inside—won't rust or stain—never needs painting—rolls up for storage . . . and costs so little (average retail cost, $3.75)!

DURALL is shipped in light, compact cartons. You don't need a large stock of odd sizes. Says Mr. L. S. May, Treasurer of the May Hardware Company, "With a constant small inventory, a 30 to 1 turnover is obtained which surpasses any other hardware items. Yes, and only about ten to twelve popular stock sizes represent about ¾ of the total sales."

To get the full story of DURALL's national advertising and merchandising aids send the coupon below for the free "DURALL SPRING PROMOTION PACKAGE." Do this today!

fastest moving post-war product"

Says Mr. Bernard McMahon, Warehouse Manager, May Hardware Company, Washington, D. C..

NEW YORK WIRE CLOTH CO., Desk SB-2
445 PARK AVENUE, NEW YORK

Please send me your free DURALL "SPRING PROMOTION PACKAGE." (This package contains advertising preprints, window display, consumer booklets, radio scripts, sales letters, newspaper mat reprints, counter display, etc.)

My name_____

My store_____

My address_____

My jobber is_____

AV

Mass produced to bring savings to consumer

Best materials used in finest workmanship

Windows open out simultaneously

Burglar-proof locking device inaccessible from outside

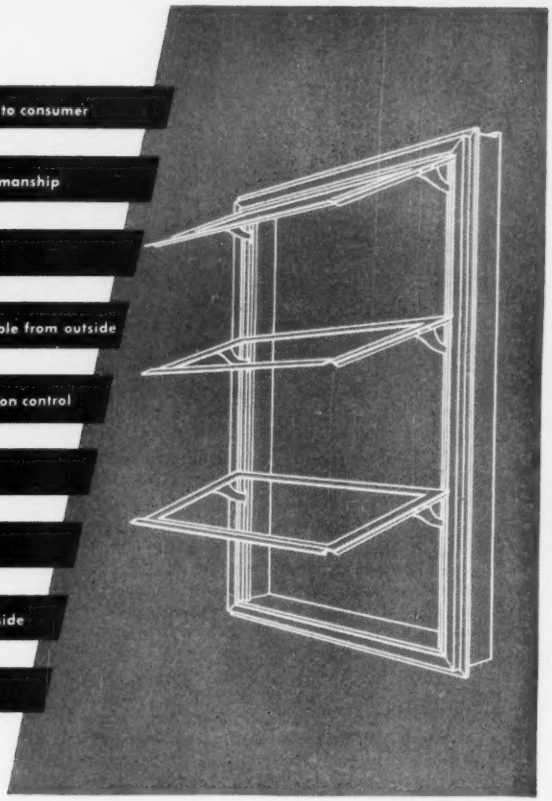
Styled for beauty with complete ventilation control

Simple to operate by a turn of a lever

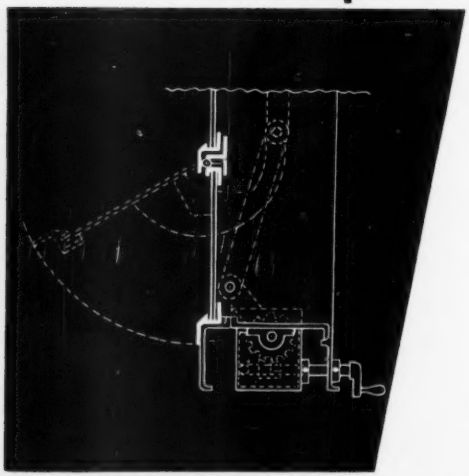
A size and style for every need

Both sides of windows can be cleaned from inside

No upkeep required



a new concept in window construction



Overlapping sashes fit into grooves in the frame—making the window waterproof, air tight, dustproof and completely eliminating weather stripping.

Mass produced and shipped direct from the factory, these new metal windows are ready to install. No costly labor on the job — just screw the frames into place and the window is ready to operate. Aluminum screens included. These economical windows cost less to install, less to maintain. Write now for Data File giving you complete information on all sizes.

AEROVENT aluminum WINDOW CORP.

270 PARK AVENUE • NEW YORK 17, N.Y.

Want the facts about a REALLY STABLE SOLID-CORE DOOR?

MENGEL *Solid-Core Flush Doors Expand* INTERNALLY— *But* NOT EXTERNALLY!

Mengel Solid-Core Flush Doors represent a radically new *Standard of Stability.* Their unique construction does not undertake the impossible job of *preventing* expansion and contraction caused by changes in humidity — it *controls* these forces to an extent hitherto unknown.

All Mengel solid hardwood core members are deeply slotted at frequent intervals both with and across the grain. *These slots effectively absorb expansion and contraction.* Thus the solid wood *between* the slots can expand and contract as the weather changes, without in any way affecting the stability of the door itself! Futhermore, Mengel's exclusive key-lock dovetails and waterproof hot-press phenolic bonding keep the entire assembly *permanently* tight. . . .

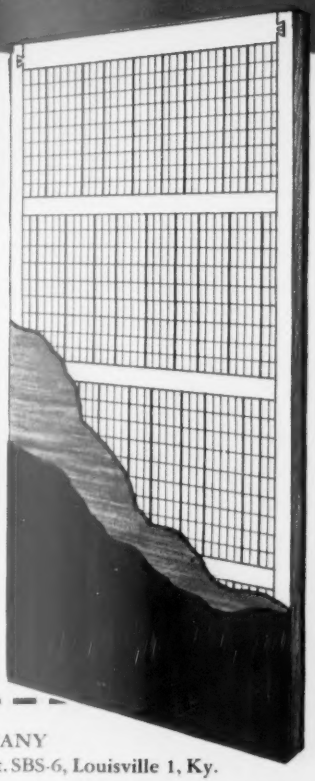
Get all the facts about Mengel Solid-Core Flush Doors—the really *stable* doors that co-operate with nature on the *inside,* ignore it on the *outside!* The coupon will bring you full information.

HIGH HUMIDITY

Wood expands under humidity, but expansion is absorbed by deep slots cut both with and across the grain. Note how the expansion of the solid wood has closed the slots.

LOW HUMIDITY

Dry atmosphere has shrunk the solid wood between the slots, thereby increasing the width of the slots, without changing the dimensions of the door itself.



MENGEL *Flush* **DOORS**

THE MENGEL COMPANY
Plywood Division, Dept. SBS-6, Louisville 1, Ky.

Gentlemen: Please send me complete information on Mengel Solid-Core Flush Doors.

Name_____

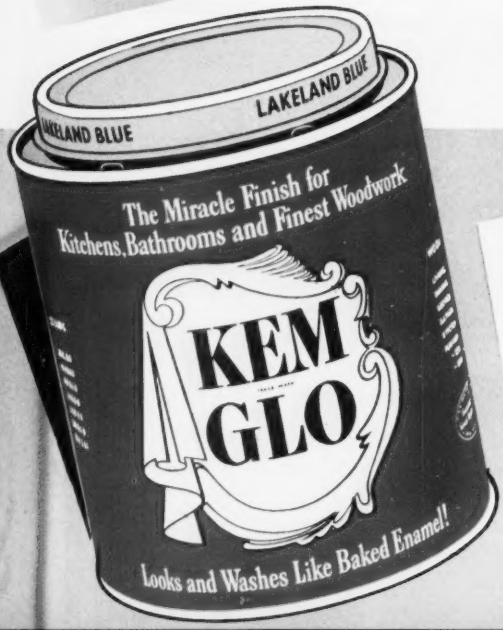
Firm_____

Street_____

City_____ State_____

IT'S EASY TO MAKE BIGGER

Push these TWO



KEM-GLO

The paint triumph of the century, actually *looks and washes like baked enamel.* Broke all sales records its first year, and is making new friends every day.

TIE IN YOUR STORE WITH THE BIGGEST

POWERFUL
4-COLOR
NATIONAL ADVERTISING
WEEK AFTER WEEK, REACHING MILLIONS

GET YOUR *FREE* DEALER TIE-IN MATERIALS! PUT THEM TO

Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • Lowe Brothers Co., Dayton • John Lucas & Co.,

paint

SALES and PROFITS

"top money-makers"!

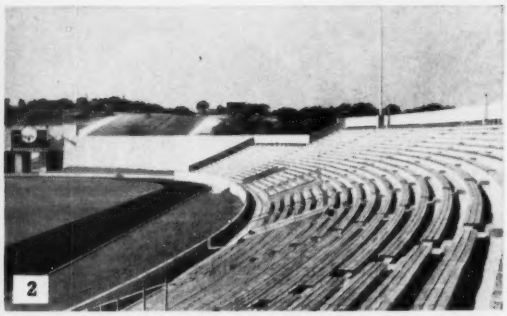
Kem-Tone®

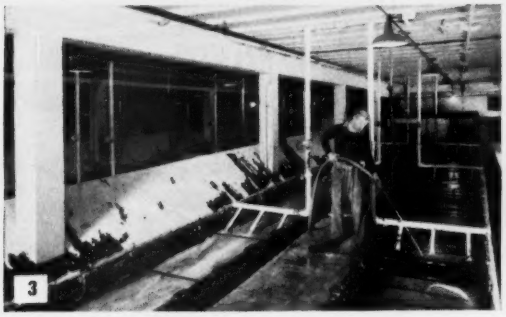
America's leading wall finish, *the OIL paint that mixes with water.* Now goes on "twice as easy, twice as fast, twice as beautiful", applied with the new Roller-Koater.

"PRE-SELLING" PROGRAM IN THE INDUSTRY

USE...AND GET YOUR SHARE OF THIS PROFITABLE BUSINESS

Philadelphia • The Martin-Senour Co., Chicago • Rogers Paint Products Co., Detroit • The Sherwin-Williams Co., Cleveland





These 4 Markets Offer You A Money-Making Opportunity with WOLMANIZED Pressure-Treated Lumber

Wherever the threat of wood fungus decay or termites—or both—exists, there's an established market for WOLMANIZED Pressure-Treated Lumber. That covers:

1—**Homes**—foundations, flooring, porches and fences.

2—**Heavy Construction**—stadiums, docks, understructures and all wood exposed to weather, moisture and termites.

3—**Industry**—flooring, roof decking, platforms, cooling plants.

4—**Farms**—barns, silos, livestock and poultry shelters, troughs.

WOLMANIZED Lumber is pressure-treated—time-tested and service-proved over 25 years. Provides sure, lasting protection against rot and termites. It lasts 3 to 5 times longer than untreated wood. Besides, it's clean, easy to handle, odorless and paintable.

Complete Merchandising Plan Makes WOLMANIZED Pressure-Treated LUMBER Pay Off for You

If you're missing out on this profitable, business-building trade, sell WOLMANIZED Pressure-Treated Lumber now. Use the effective WOLMANIZED Merchandising Plan to make your efforts pay off quickly. Promote the lumber that makes your yard headquarters for rot and termite protection—for steady, profitable business for you.

Get All the Facts Here

Free booklet tells you all about WOLMANIZED Pressure-Treated Lumber—and about the complete WOLMANIZED Merchandising Plan. Get your copy now.

AMERICAN LUMBER & TREATING COMPANY

General Offices: 1680 McCormick Building, Chicago 4, Illinois

Boston 9, Mass., 141 Milk Street — New York 17, New York, 420 Lexington Ave.
Little Rock, Ark., Exchange Bldg. — Baltimore 25, Md., P. O. Box 2765 — Jacksonville, Fla., 719 Graham Bldg.
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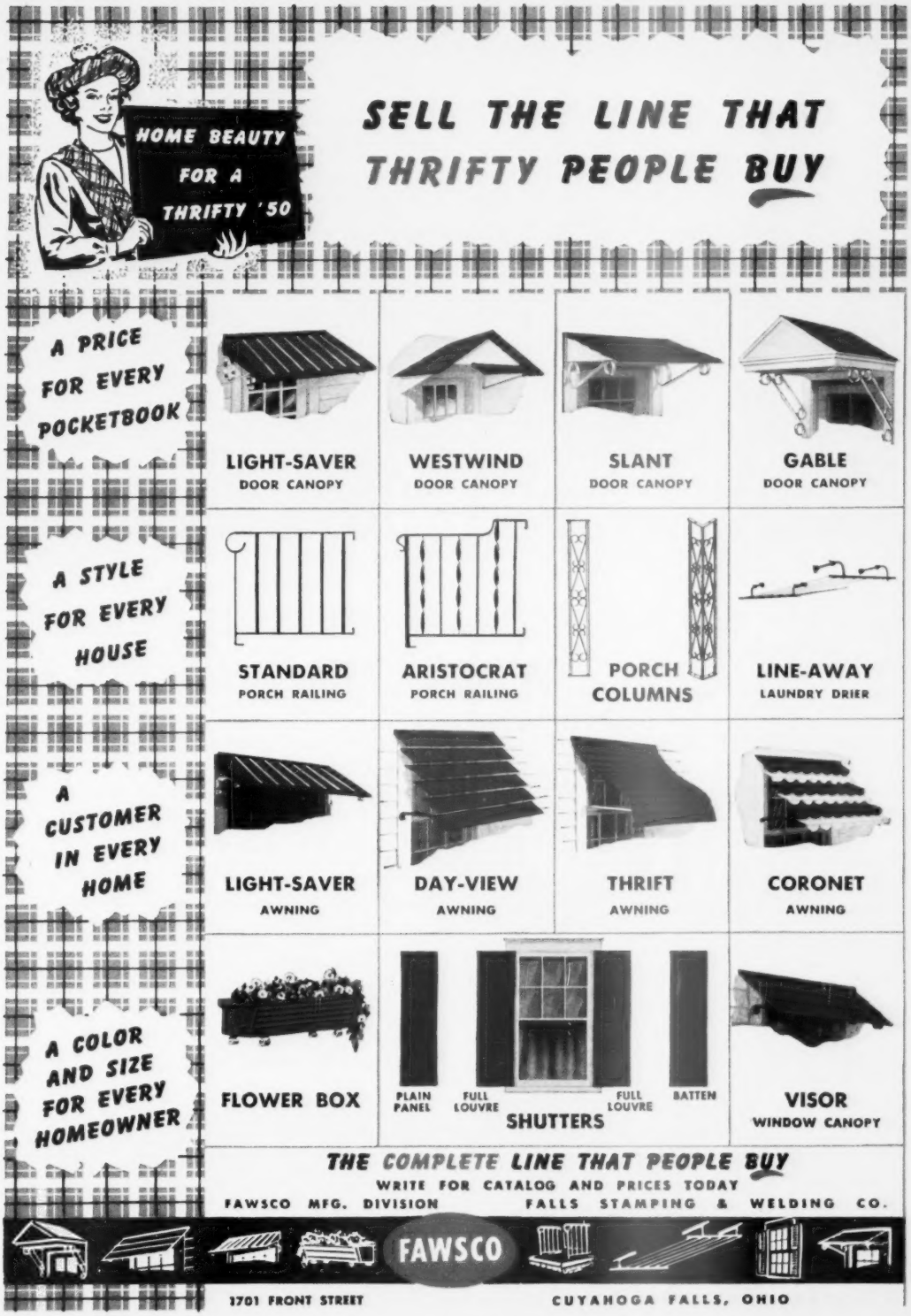
HOME BEAUTY FOR A THRIFTY '50
SELL THE LINE THAT THRIFTY PEOPLE BUY
A PRICE FOR EVERY POCKETBOOK
A STYLE FOR EVERY HOUSE
A CUSTOMER IN EVERY HOME
A COLOR AND SIZE FOR EVERY HOMEOWNER
LIGHT-SAVER DOOR CANOPY
WESTWIND DOOR CANOPY
SLANT DOOR CANOPY
GABLE DOOR CANOPY
STANDARD PORCH RAILING
ARISTOCRAT PORCH RAILING
PORCH COLUMNS
LINE-AWAY LAUNDRY DRIER
LIGHT-SAVER AWNING
DAY-VIEW AWNING
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FLOWER BOX
PLAIN PANEL
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FULL LOUVRE
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WRITE FOR CATALOG AND PRICES TODAY
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FAWSCO
1701 FRONT STREET CUYAHOGA FALLS, OHIO

Residence of Harry L. Magee. Architects, Berninger, Haag & d'Entremont; builder, Percy Swank

56 CASEMENT WINDOWS PERFORMING PERFECTLY IN EVERY SEASON, IN ANY WEATHER

Operator 4703W

is a precision-built instrument. Its internal gearing was originated by, and is an exclusive feature of, the Getty Company. Because every component of this operator is of the highest quality, its maintenance cost is negligible.

- Full length of cold rolled steel worm engaged at all times
- Teeth precision machined at exact operating angle
- Housing of Zamak alloy, solid bronze or brass
- Heavy brass channel guide; cadmium-plated steel operating arm

- Internal gear construction
- Operates through screens
- Operates on casements carrying butt or extension hinges
- Easily installed, lubricated for life
- Corrosion-proof

ANY CASEMENT WINDOW is only as good as its operator. The operator is the control tower of the window's flight. It must secure it instantly, rigidly, in any position desired. It must respond to the touch of a finger. Being an interior fixture, the operator must be graceful; having to live a lifetime of twists and turns, it must have guts.

That's why architects, builders, contractors, casement manufacturers, building material dealers, hardware jobbers and dealers specify, use and carry the Getty line. That's why *Getty operators are found on more casement windows than all other operators combined.*

Write for our descriptive brochure C. It contains complete information on our three operators (internal gear, external gear, horizontal drive) and our specialty hardware for every type of *wood* and *metal* casement.

H·S· GETTY & Co., Inc.

3348 NORTH 10th STREET PHILADELPHIA 40, PA.

Southern BUILDING SUPPLIES
FEBRUARY, 1950
Vol. V No. 2

Address Mail to Editorial and Business Offices
806 Peachtree St., N.E., Atlanta 5, Ga.

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Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the 18 Southern and Southwestern states and the District of Columbia. To all others there is a subscription price of 25 cents per copy or $2.00 per year. Certified circulation, based on post office receipts, furnished advertisers on request.

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Published Monthly by
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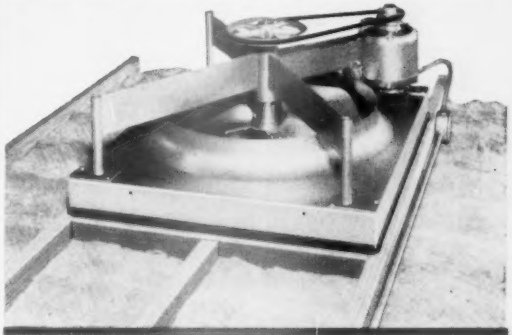
NEW HUNTER ATTIC FAN

The new Hunter Package Fan is so easy to install. It fits right over simple ceiling opening and rests on joists or attic floor. No trap door or suction box needed. Ideal for low-clearance attics.



PROFIT-MAKER

for building material dealers

■ The new Hunter Package Fan offers just what you've needed to make real money selling attic fans. It's priced for low-cost homes, simple to install, compact and easy to handle.

Over 100,000 attic fans will be sold in 1950. Plan now to get your share of this very profitable business. Hunter can help you.

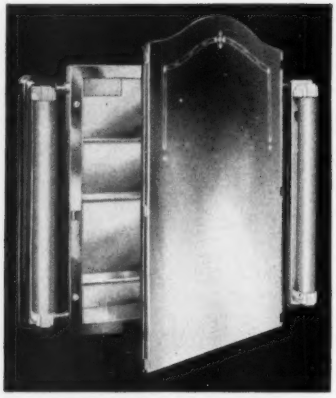
Write for Hunter Catalog, price list, and name of distributors near you.

HUNTER FAN and VENTILATING COMPANY
394 S. Front St., Memphis, Tenn.

New, low cost
HUNTER
Package Attic Fan

AUTOMATIC CEILING SHUTTER

Seen from below, this is the quiet, efficient ceiling shutter on the new Hunter Attic Fan. Baked enamel finish in light ivory shade harmonizes with all room colors. Installs very quickly, with screws.



What Price Cabinet Are You Looking For?

•

No matter what price cabinet you are interested in, you will find it in the "Ideal" line — and the chances are you'll like it better than anything you can purchase elsewhere for the same amount of money.

Ideal Cabinets have all of the convenience features demanded in bathroom cabinets today for homes in all price classes—and are unsurpassed in beauty as well as in material and workmanship.

WRITE FOR LITERATURE

17 Models

Write for descriptive literature on our complete line of bathroom cabinets.

IDEAL CABINET CORPORATION

Division of Deslauriers Column Mould Co., Inc.

7726 Joy Road Detroit 4, Mich.

The Ideal CABINET

Association Directory

Associations serving Building Supply Dealers in Southern and Southwestern states — and served by SOUTHERN BUILDING SUPPLIES

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Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Jack R. Grobmyer, Little Rock, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: C. G. DesChamps, Spartanburg, S. C.

Florida Lumber and Millwork Association — 310 Chamber of Commerce Building, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville.

Kentucky Retail Lumber Dealers Association—Knott Building Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben F. Eubank, Lexington, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ivy C. Jordan, Monroe, La.

Lumber and Supply Dealers Council (Georgia)—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: Charles H. Girardeau, Atlanta.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. B. Henderson, Fort Worth, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. L. Solomon, Belzoni, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: C. B. Sweet, Longview, Wash.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Walter Hinton, Altus, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: Charles E. Hughes.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: C. E. Klumb, Crystal Springs, Miss.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VIctor 2265-6. President: Charles H. Kemper, Troy, Mo.

Tennessee Building Material Association—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. O. Lashlee, Humboldt, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: S. L. Burrough, Tappahannock, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Ralph B. Thorn, Morgantown, W. Va.

Limb or the Trunk?

AT LAST "business" has come into its own! For the Truman Administration—the first Democratic administration since that of Woodrow Wilson to do so—admits that "business" really has a part to play in the national economy.

Recently, Mr. Truman appointed the President's Committee on Business and Government Relations. In his State of the Union Message and in his Economic Report, the President made many references and strong overtures to "business"—particularly "small business." Thus, the trunk at last is admitted to be a part of the tree, although it is treated like another limb, but not quite as importantly as "labor" or "agriculture."

To understand the philosophy or "economic thinking" underlying the new Truman approach to "business," one needs to study the unprecedented section of the Fourth Annual Report of the Council of Economic Advisers. Prepared by Leon H. Keyserling and John D. Clark it is entitled "What Businessmen Might Expect of Government—and Vice Versa." Here are some significant quotes from this expostulation, which can be read in two hours if you do not stop to look up such $64 words as "stultifying," "cartelization," "egregiously," and "proliferation."

"The flow of income to different parts of the economy should be viewed as an economic no less than a social problem. . . . But national economic policy should center mainly upon the basic interdependence of the long-range interests of various groups."

"Small business should be protected from any predatory practices by its larger neighbors, and all business should be protected against unfair competitive practices by units of any size."

"A better understanding between business and government might even make it possible to have a broader range of restraining measures [like war controls] available in reserve without concern that they would be used prematurely or excessively."

"The government should use its fiscal and monetary powers to promote economic 'balance,' and supplement these with such well accepted programs as farm price supports, social security, minimum wage legislation, developmental programs, etc."

"The intrinsic purpose of public works is not to take up slack in employment, but rather to build up our national wealth by procuring certain end products which the country needs but which can not be produced in any other way. . . . The problem has elements which prompt economists to suggest an orderly method of arriving at results, although they do not presume to dictate what these results should be."

Regarding the attitudes of business and government toward each other, the President's Economic Advisers declared that "we discern a trend which is distinctly propitious to mutual accommodation and adjustment."

We believe that this gesture on the part of the Truman administration is in good faith, and we hope businessmen will strive to effect economic good for the whole public in cooperation with the government. But we don't believe that "highly pragmatic American business" will be hypnotized into complacency by the theorizing of political economists.

Donald L. Moore, EDITOR.

Irrepressible QUOTATIONS

DURING the first half of the 20th century, the United States became the richest, most productive nation in the history of civilization, an Advertising Council, Inc., pamphlet asserts. "With only about 7 per cent of the world's population and 6 per cent of the land area we came to produce nearly 40 per cent of the world's goods and services. The incomes of 142 million Americans rose to exceed the combined incomes of 600 million Europeans and one billion Asiatics. Our production and distribution methods developed to the point where, with the earnings of one hour's work, we could buy 29 per cent more food than the English worker and 85 per cent more than the average Russian."

— S*B*S —

IN A CHALLENGING booklet entitled "Time for Decision in the Building Industry," the American Standards Association summarizes as follows: "The three standards activities that have been outlined — Dimensional Coordination, Combined Specifications for Materials and Installation Work, and the Modernization of Building Codes—provide an effective means of integrating the branches of the industry into more effective cooperative relations—financier, architect, builder, materials manufacturer, subcontractor, and owner. Together they form the most important key to economy available to the building industry."

— S*B*S —

"**NEITHER BUSINESS** nor any other group can offer any workable substitute for the processes of democracy, because there is none. Further, democracy is the system which affords the best opportunity for those with the qualities of leaders and thinkers to make their weight felt although they are outnumbered. These qualities exist in abundance in the business world. Some of the best friends of business, who are neither in government nor in business, are now urging businessmen to assume increasing responsibility for participation in public affairs. This is a good thing." From the Fourth Annual Report of the Council of Economic Advisers to President Truman.

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SOUTHERN BUILDING SUPPLIES

February, 1950

For the convenience of rural women, the Harris Lumber Company opened a ladies' lounge in its Boonville, Mo., store nine years ago. The lounge is in right front corner of the remodeled building (near women).

Line Firm remodels lumber yards with

PUBLIC REST ROOMS

UNIQUE in the lumber business, a public service of major public-relations value has been inaugurated by the C. J. Harris Lumber Company. This firm operates a chain of 16 modern lumber yards and building supply stores in Missouri.

Each future remodeling program for each Harris plant will include an up-to-date ladies' lounge and powder room, restroom for men, electric drinking fountains, hot and cold water, towel and complete wash-up facilities. Each restroom will be heated in winter. Other conveniences will include easy chairs and settees, reading tables with current magazines, and a telephone.

Established at Ferguson in 1888 by C. J. Harris, who is now chairman of the board of directors, the C. J. Harris Lumber Company operates lumber yards also in Boonville, California, New Franklin, O'Fallon, Overland, Pilot Grove, Hawk Point, Fulton, St. Charles, Washington, Warrenton, Hermann, High Hill, Jonesburg, New Haven.

Three of the company's yards

The modern ladies' lounge in the remodeled building of the C. J. Harris Lumber Company in California, Mo., is located inside the enclosure shown at left. Manager A. M. Friedmeyer checks his supply of paint ordered by the mechanic who is pausing for a "long, cool drink." The lounge room is shown above. Note thermometer on window ledge that gives inside and outside temperatures for "chore-minded" farm women. Full-length mirror permits "primping and adjusting of clothes."

have already been equipped with the public conveniences. That in Boonville has had a ladies' lounge with outside entrance for nine years. Some of the lessons learned from operating this pilot project are being put to practical use in the newest additions by the C. J. Harris Lumber Company.

J. C. Harris, president of the firm, told SOUTHERN BUILDING SUPPLIES that adequate supervision to reduce mis-use of the facilities was the main problem but they believe that time will help solve that problem.

"We do not know whether these needed facilities for the public help business or not," Harris admitted. "But we believe that the public is entitled to similar services by some agency and we have found that they are appreciated by the people for whom they are intended.

"We wouldn't think of rebuilding one of our stores without including a modern ladies' lounge and a men's restroom."

All 16 of the Harris building-supply yards are located in Missouri rural areas. As in most other rural towns, restroom facilities are rare and unattractive. Service-station operators often seem to resent the restroom customer who walks in, instead of driving up to the gas pump. Small-town service-station restrooms often are inferior, dirty, and ill-kept. Most of the better ones are kept locked.

The other public recourse is to use city-hall or courthouse restroom facilities. They seldom are fit for decent human use.

Consequently, when farm families come from their modern homes to these towns for a day of shopping, they find second-rate accommodations—if there are any.

Routine checks at Harris stores with such facilities indicate that the lounge rooms are being used as a meeting for friends while in town, or a place to leave small children while the mother or father shops, or a place for the wife to wait for her husband.

Rural persons in town for a part of the day often use the lounge room as a place to brush up and repair make-up before going to the show or on another mission.

The Harris Lumber Company's restrooms in Boonville, Washington, and California, are open the same business hours as the lumber yard. The outside restroom entrances often are left unlocked on holidays that may find many visitors in town.

So far, people for whom they were intended have not abused the three Harris restrooms. Local high-school girls have been charged with leaving the places dirty, littered, and with writing on the walls.

The first restroom, opened in a Harris store in Boonville nine years ago, had but one entrance from the sidewalk outside. Maintaining this facility was quite a problem, as the janitor could clean it up only at night, but it was well patronized. The abuse problem was minimized when a second door was cut so that it could be entered from a driveway of the yard, and so those entering could be seen from the main room.

H. M. King, manager of the Boonville yard, says he feels the facility is a definite public-relations asset that is greatly appreciated by their customers.

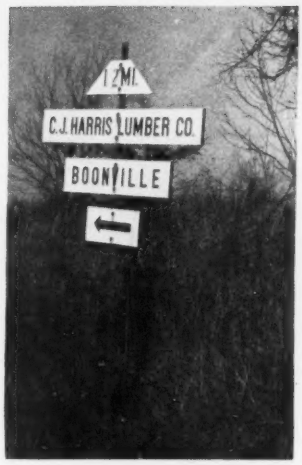
The second restroom installation was in the new building of the Harris yard in Washington, Mo. Completed three years ago, this building consists of two floors and a full basement, and contains 25,000 square feet of useful floor space.

The ladies' lounge is located not far from the main entrance doors, with a plainly marked entrance in the hardware department. The walls are tiled. A full-length mirror and fluorescent lighting expedite milady's "make-up." Flowers grow on a window ledge.

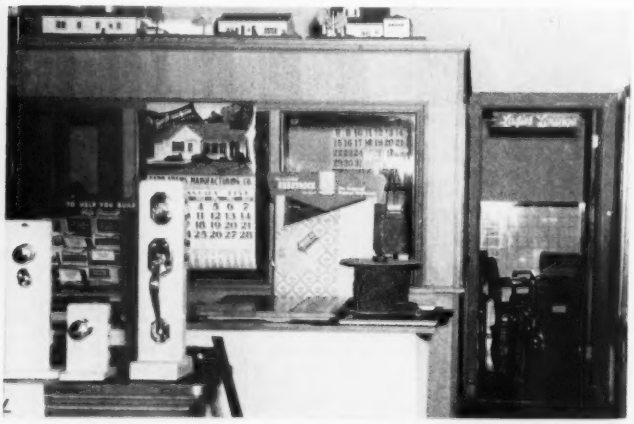
Located so it can be entered from one of the lumber-yard drives or through the hardware department, the men's restroom is tiled, heated, and has hot and cold water, soap, and towels.

Abuse of these facilities has been small.

M. McDonald, manager of this



Almost a Harris Lumber Company trade-mark, signs like that shown above mark all the rural roads in areas served by the Missouri firm. It operates yards in Boonville, California, New Franklin, Ferguson, O'Fallon, Overland, Pilot Grove, Hawk Point, Fulton, St. Charles, Washington, Warrenton, Hermann, High Hill, Jonesburg, and New Haven.



The entrance to the new ladies' lounge in the C. J. Harris Lumber Company's store in Washington is seen at left. As patrons approach it, they pass modern displays of builders' hardware, gypsum board, and material literature. The walls in the lounge are tiled. It is kept clean and furnished with soap, towels, hot and cold water, and "easy" chairs.

Washington yard, said he could not trace many tangible sales as a result of this public service, but that he felt sure that the company had received much favorable publicity as a result.

The third yard at which Harris has installed a ladies' lounge and restroom for men is in California, Mo. There the facilities were the first step in a complete remodeling and modernization program. The ladies' lounge is installed in the front corner of the complete new hardware and paint store, with plate-glass windows on two sides. Wives often wait in the lounge room where they can see their husbands drive up for departure.

A new feature in this set-up is a thermometer on the wall that registers both inside and outside temperatures, which permits farmers in the winter to determine certain work that must be done with the stock, poultry, and other farm chores as a result of the weather.

Manager A. M. Friedmeyer advised the public of the restroom facilities through a one-time advertisement in the local newspaper.

That the restrooms are building good-will and prestige for the store is reflected by the appreciation pronounced by many customers, he said.

The restroom facilities are just one of the many unusual services and features carried on by the C. J. Harris Lumber Company in the interest of better public relations and customer response. The Washington yard, for example, maintains a booth at the annual horse show and county fair.

Whenever a big truck is needed to carry a band in a parade or for some other noteworthy, non-political errand, the C. J. Harris Lumber Company is always glad to furnish their largest truck. It just happens to have the firm's name and business clearly printed on the cab doors or sides!

Mobile Laboratory

In order to test soil, asphalt, and concrete in the field, aviation engineer battalions now have a materials laboratory on wheels.

The Engineer Research and Development Laboratory at Fort Belvoir, Va., developed the air-conditioned trailer, which carries its own power plant. It is transportable by air and by a standard four-ton truck.

Simplified Unloading System Permits Quick, Uniform Stacking

THE NAVAL Supply Depot at Clearfield, Utah, has adopted a simple system of unloading lumber from boxcars that saves 14 man-hours on each carload.

The method requires a two-man crew—one man stands in the boxcar passing lumber out to the second man on the platform, who determines the size and slides it to the butt-board. Two crews usually work a boxcar at a time, one at each side door. Other workers, responsible for three butt-boards each, build up ricks of lumber against the butt-boards.

Preparation for using this platform and butt-board unloading system consists of constructing a platform the height of the boxcar floor. Six to eight butt-boards are placed around this platform, depending upon the number of different sizes of lumber to be unloaded. These butt-boards are 48 inches high and 48 inches wide, sloping 4½ inches per four-foot height. This slope varies in proportion to the slope of the lumber beds on which the lumber piles rest.

Neat ricks of lumber replace the usual piles which soon become disorderly.

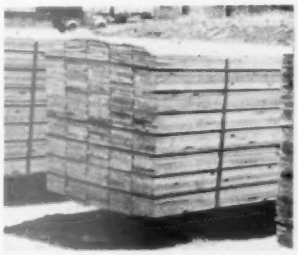
As the ricks are built up, a dry one-by-four-inch board the width of the rick is placed every six inches in height and flush with the forward end. This "sticking" process reduces end-checking and prevents water pockets in ricks. To make the rick tighter when bound on the ends with steel strapping, more sticks are placed 18 inches behind the forward stick and at three-foot intervals from there on.

The face of each lumber pile retains a uniform overhang, to afford adequate water shed.

Straddle trucks remove the bound ricks from the butt-board.

It has been estimated that this unloading system saves the Naval depot about $3,000 a year.

A similar system was first put into operation at the Naval shipyard in New York and improved for use at the Clearfield depot by a quarterman laborer.



Two two-man crews usually work a boxcar under the platform and butt-board system of unloading lumber, saving 14 man-hours per carload. The neat lumber piles above are the result. The men's heavy leather aprons are well oiled to prevent wear and to speed lumber across. Rubber gloves protect their hands from splinters.

New Carolina Store Shows How

DISPLAYS Promote SALES

A popular and profitable display innovation in the new headquarters store of Ross Builders Supplies, Inc., in Greenville, S. C., is that for face brick. Vice-President Wade H. Stephens is seen at left by one side of the durable display which "fans out" five racks that show the texture and course pattern of available types of brick.

DESIGNED to display in a practical way a choice of quality building materials and supplies, the new supermarket style store of Ross Builders Supplies, Inc., in Greenville, S. C., is winning new customers for that progressive firm and is clinching the business of "old" patrons.

As seen below, the building is located at the junction of two main business-section streets—at 22 Pendleton Avenue and Augusta Street. The giant show-windows, which angle up to the main entrance, provide an open view of the store's many displays of building materials and equipment.

The headquarters offices of the Ross chain and the Engineered Sales Department of the Greenville branch are located in the two-story wing at left, facing Pendleton. Ross Builders Supplies, Inc., began as the George Ross Lumber Company in Greenville in 1940. It became a chain in 1945. With branches in Anderson, Rock Hill, and Seneca, and a lumber mill at West Union, the company now has 57 employees.

An insulation job, paint, kitchen sink, and set of residential screens were prizes awarded at the opening of the new Ross "building supply department store" last July. It is "years ahead" of the small, complex plant that the firm occupied on a side street and railroad siding before then.

Wade H. Stephens, vice-president of the firm and general manager of the Greenville operation, explained that Ross officials and

(*Please turn to page* 62)

Exclusive local dealer for Curtis millwork, the Ross firm has simulated home installations of the most popular front entrances, stairways, mantels, china cabinets, and windows in one store area. Style names and prices now are posted by each unit. Note cut-away display of window units for brick and wood-siding construction at left. Photograph above and all pictures on opposite page made by Coxe Studio, Greenville, South Carolina.

Paints, hardware, and other supplies and materials are grouped for easy selection and impulse sales in the large, new departmentized store of Ross Builders Supplies, Inc., in Greenville, S. C. The display of garden fence and equipment and barrel-decked paint display in foreground are "window displays" readily seen from large plate-glass front. Ross officials find that the more customers can see and choose from, the more they'll buy!

Advertising

NOVELTIES DRAW SUBURBAN TRADE

GIVE-AWAY NOVELTIES, which the Penn Supply Company used to publicize its opening at 7415 Harford Road, Baltimore, Md., in April, 1948, won so much good-will for the firm that it has decided to continue their distribution indefinitely.

There are no strings attached to the presentation of these gifts, which cost the firm little. All a person has to do is enter the store and ask for one without obligation to buy anything.

These offerings range from colored cut-outs for children to yard-sticks for parents. This yard-stick—the most popular choice—is a valuable advertising aid to the company since it carries the firm's signature, address, and telephone number, and a description of its business.

To increase the number of their recipients, Penn Supply gave these yard-sticks to the proprietor of a near-by dry-cleaning establishment to send out with cleaned and pressed suits and dresses. A hole in the end makes the yard-stick easy to hang on a nail.

To a selected group of customers, the Penn Supply Company gives a "pocket secretary"—a leather cover with a memo pad and pencil inside. These are especially appreciated by builders and carpenters for jotting down notes and figures.

In its daily radio program over Station WITH, 3:30 to 4:00 p. m., Penn Supply emphasizes its gift offer. The announcer, in his broadcast of sports events, breaks in once in awhile to make a telephone call outside.

If the individual at the other end identifies him immediately, she is told that she can get Penn Supply's gift by calling at the store for it. The prize varies from a four-step wooden ladder in autumn and winter, to a garden hose in the summer. In many cases these callers make some kind of purchase. At least one such gift a day is made during each week-day broadcast.

"From our standpoint," said Harvey Dopkin, co-owner of the firm, "the greatest benefit we derive from these presents is that they help to build good-will with the public, to break the ice as it were, introducing us in a favorable light and getting us off to a friendly start.

"Since we are a neighborhood establishment, this emphasis on the personal touch is highly important. After knowing us more intimately, persons around here would rather shop with us than go to the large downtown stores. Giving them free gifts of this kind is one of our most valuable means toward this end."

Another example of the ingenuity used by Dopkin and his partner, Nathaniel Friedel, was in planning the physical characteristics of their store. They realized that since they were in a well-to-do residential district, only two blocks from the Baltimore county line, it would create a favorable impression if they set up a shop that would harmonize with these surroundings without appearing too business-like.

The result is a cottage-like front with red brick facade and sidings, gable-topped white roofing, and bay windows. It immediately aroused favorable comments from people in the neighborhood—and is an eye-catcher for the busy Harford Road traffic.

The interior has knotty pine paneling wih acoustic ceilings. Large windows, providing natural

(*Please turn to page* 74)

In keeping with its suburban surroundings, the outside appearance of the Penn Supply Company in Baltimore, Md., above, features bay windows, fence, and home-like door and windows. Instead of the usual signs with product information or slogans, the company's delivery truck, left, carries a beautiful, hand-painted forest scene on each side. The only hint of commercialism is the placard announcing the "February special."

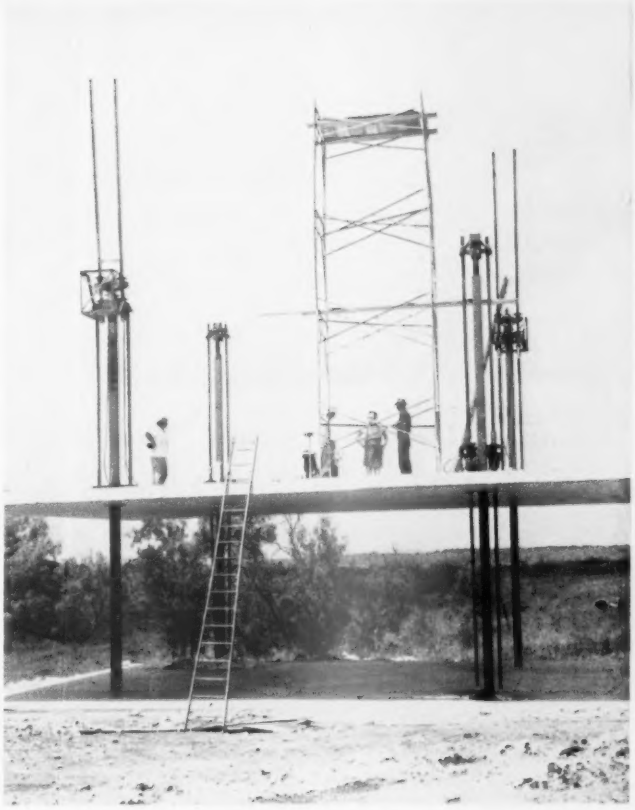
"Raises the Roof"

THE NEW method of construction shown at right is fundamentally a technique for casting concrete floor and roof slabs without forms and raising them with automatic power lifting equipment to permanent positions to form upper stories.

Originated by Philip N. Youtz, New York architect, and Tom Slick, San Antonio, Tex., businessman and rancher, the system has been developed by the Institute of Inventive Research, a San Antonio organization for developing worthwhile inventions. The foundation is poured in place. On top of this is poured the base slab, in which columns of pipe, structural steel, or concrete are placed, anchored, and grouted.

A separating medium is placed over this base slab in order that the roof slab—or second-story floor in case of a multiple-storied structure—can be poured over the base slab. In this way, the slab under the slab being poured acts as a partial form and only edge forms are required.

Construction bids for the new Trinity University buildings in San Antonio disclosed that use of the newly-developed Youtz-Slick building method may lower costs some 10 per cent. Low bids on the University administration building were as follows: Youtz-Slick method, $279,364, or $6.35 per square foot; conventional method, $303,364 or $6.89 per square foot.



After curing for at least seven days, the upper slab is raised by special lifting equipment, seen above, to its permanent position. It is welded to the column by means of a collar that was placed in the slab at the time of pouring. Subsequent stories are formed in the same manner. The Institute of Inventive Research and the prominent architects and engineering consultants working on the system say that other builders will soon be licensed to use this money-saving construction technique.

The 44,500-square-foot classroom-administration building for Trinity University in San Antonio, Tex., seen in an artist's rendition above, will be built by the Youtz-Slick lifted slab method. By using this construction idea, James Stewart and Company, Inc., was able to underbid the next lowest bidder by $24,000, or 54 cents a square foot. In addition to its remarkably low cost, the method is said to be much safer for workers.

Suburban Housing Going Up Faster

Twice as much housing is now being built outside city limits as in the mid-20's, the Housing and Home Finance Agency reports. In 1948-49, rural non-farm housing accounted for about 44 per cent of the new residential starts as compared with less than 20 per cent in 1925.

This increased construction in areas on the fringes of cities, beyond the city limits, is attributed principally to:

1. Scarcity of acceptable in-town sites for large developments.
2. The fact that outlying sites are cheaper and easier to develop.
3. The fact that motor vehicles have increased the distance that can be traveled to and from work.

"What a Beautiful Store You Have," Exclaimed Thousands of Visitors

The open front of the Forrest Lumber Company's new store in Lubbock, Texas, makes the whole display floor a giant "showcase." The store is built back from street for easy parking.

"The BETTER to SERVE You!"

—Replied Forrest's Lubbock Staff

NEARLY 20,000 people attended the two-day opening in December of the Forrest Lumber Company's departmentized new store in Lubbock, Tex.

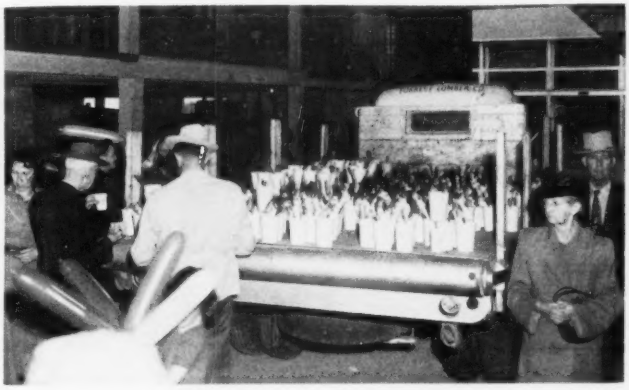
One feature of the opening was the distribution—in a flat plains country—of pine seedlings in paper cups. Eight thousand small pine trees and the same number of balloons were given away during the opening. The guests drank 150 gallons of coffee and consumed 8,064 doughnuts.

S. S. Forrest, Jr., reports that the opening might have been on an even grander scale but for weather conditions, which restricted guests to indoor areas.

Improvements were also made in the warehouses, lumber sheds, and storage yard to make the plant completely up-to-date.

In addition to the Lubbock location, the Forrest Lumber Company maintains stores in Lamesa, Morton, Whiteface, Anton, Andrews, and Seminole, Tex., and operates Forrest Builders Supply in Snyder.

The company is continuing the progressive business policies envisioned and executed by the late S. Lamar Forrest, who served as president of both the Lumbermen's Association of Texas and the National Retail Lumber Dealers Association. The Forrest Lumber Company's expansion indicates that the firm has measured up to Lamar Forrest's article in the first issue of SOUTHERN BUILDING SUPPLIES, April, 1946, entitled "We Must Accept the Challenge of 1946!"



Visitors to Forrest's "open house" at the new Lubbock store were served hot coffee and doughnuts. Children were given colorful balloons. Eight thousand pine seedlings nestling in paper cups were given to the adults in each family as something by which this dealer long could be remembered. Attention to all these gifts by the visitors is registered in the picture above. The well-built warehouse stores wallboards at lower left, miscellany on the upper deck, and lumber in rear.

The inset of the entrance door to Forrest's new building material department store in Lubbock, Texas, plus the completely open plate-glass front, draws customers right into the place. The left, front corner is devoted to kitchen cabinet and sink displays. This department adjoins the paint department which runs along the left wall and side of the new building. Well stocked with well-displayed paints, varnishes, brushes, and related supplies and accessories, this department is seen below. Patrons have to pass through it getting to the sales counter and to the display of doors and plywood beyond. Note use of manufacturer's posters and product displays above the wall shelves.

The right side of the sales floor — also visible from street — is pictured below. Note row of appealing, open displays of weatherstrips, bathroom cabinets, wood molding, and asphalt roofing in foreground. Along right wall are arranged stocks of builders' hardware and tools. Lighted "shadow boxes" atop the wall shelves spotlight different types of hardware and tools. Fencing, bolts, and pipe fittings are departmentized at rear. Store floor is concrete. The ceiling is of insulating tileboards.

Yes! The Name Is

INGHAM

Kermit Ingham, who retired last month as president of the Southwestern Lumbermen's Association, always tries to convince people upon first introduction that his name really is I-n-g-h-a-m

Kermit Ingham, ex-president of the Southwestern Lumbermen's Association and owner of the Ingham Lumber Company in Stillwater, Okla., is seen above with his wife having a laugh over another misunderstanding about the proper spelling and pronunciation of his distinctive name. His mother tipped him off on handling the matter: "Just tell 'em to spell your name—and pronounce it—by dropping the 'g' off of that popular word, 'gingham'!"

ALMOST EVERYONE refuses to be convinced that Kermit Ingham, retiring president of the Southwestern Lumbermen's Association, from Stillwater, Okla., spells his name that way. Whenever he is meeting people, which is most of the time, he is a perambulating spelling machine with the letters of his last name tumbling automatically from his smiling lips at every introduction.

A man of medium height, Ingham is immaculate and neat to the point of comparison with the enviable models in advertisements headed: "Picture yourself in blue." He wears light-colored, horn-rimmed spectacles, and the patient smile of one who has suffered and will suffer name confusion indefinitely.

But it doesn't do much good for Kermit to spell out his name. He is now resigned to his fate of always spelling it out—I-n-g-h-a-m—and usually afterwards will catch strangers giving him a furtive, sidewise glance of disbelief.

If this thing had not been happening all his life, it might be funny when people practically demand to know why his name isn't Ingram, or Ingraham. They want to call you what they think your name should be, says Kermit, instead of by the one you inherited.

Kermit has name troubles in his correspondence, too. He relates:

"I wrote some people a letter about a piece of merchandise I wanted and I got a letter back. It's a wonder it ever reached me, for it was addressed to Kernut Budham. When that happened, I gave up. That was the last straw."

Gene Ebersole, executive vice-president of the Lumberman's Association of Texas, whom Kermit has known for several years, was on hand for the Oklahoma convention last fall. Then Kermit recalled:

"Why, just yesterday Gene came up to me and, in all solemnity, he said—'Let's see, now, it's I-n-g—'

"He stopped on the 'g,'" said Kermit, "and I finished it for him."

Kermit concedes that he overexposes himself to this mumbo-jumbo sort of ceremony at introductions because of his business habits.

In Stillwater he owns and operates the Kermit Ingham Lumber Company and as boss he is available to one and all. Everyone can get into his office and everyone does, for Kermit believes that people like to deal with the boss.

As a result, however, his business day is about as placid as an Abbott and Costello program. Yet he thrives on that sort of thing, even if the day is loaded with introductions to people who want to put an "r" in his name.

When the head of the Kermit Ingham Lumber Company wants to figure a bill of goods, or do some work that requires extra concentration, he must seek refuge in one of two hideaways. Neither affords anything like the prestige of his private (Oh, Yeah!) office.

The Inghams have three children. The eldest is of college age and, in addition, a traitor to the prideful spirit of Stillwater, home of Oklahoma A. and M. College.

But that is Kermit's fault, for Kermit sent the boy east to college. Kermit doesn't say so, but the chances are he thought the lad would have it too easy in Stillwater, where not everybody tries to put an "r" in Ingham. In the east the boy will get broken in to spelling it out early, and denying the "r."

Mrs. Ingham, naturally, has the same difficulties Kermit does. But she appears to be even more patient. And Stillwater, having attained considerable fame through its athletic teams, is not the source of trouble that Ingham is. But you could not take Kermit by surprise if you referred to him as Mr. Bilgewater from Inglewood.

According to Kermit, however, there is one sure way to get the name of Ingham and get it right. "My mother always says," he pointed out, "that it is very easy to get our name and get it right. Just drop the 'g' off gingham and you have it."

WIN WITH WALLBOARDS! No. 2

Like many another postwar home, the one above, under construction in Missouri, is sheathed with Insulating Board. Other I-B goods inside.

INSULATING BOARDS

"Triple Threat" Building Material

INSULATING BOARD is a "triple threat" player for any building material dealer's profit-bearing line-up. It builds. It decorates. And it insulates. In fact, it is the only insulation that does not add a material to a wall or ceiling.

But the dealer who plans to "Win with Wallboard" should understand the uses and characteristics of Insulating Board—a type of material that also is known as structural insulating board, insulating fiber board, and structural fiber board.

More than a dozen manufacturers produce and distribute Insulating Board nationally. They make it from vegetable fibers. Most commonly used are wood fibers and those from sugar-cane stalks.

The raw material is carried through these successive steps in the manufacture of Insulating Board: washed; treated for protection against moisture, fire, or vermin as needed; pressed into rigid boards; dried; cut and trimmed to standard sizes.

In the process of felting the cohesive sheets, many tiny air particles are trapped. This condition imparts to fiber board its insulating property, because the air pockets retard the flow of heat.

Insulating Board comes in the following forms to provide strength, insulation, and beauty to walls, ceilings, and for other building purposes:

Insulating Building Board is a general purpose product, useful for finishing room interiors and many utility jobs.

Insulating Board Planks are long, rectangular pieces that provide decorative surfaces for walls, ceilings, cabinets, fixtures.

Insulating Tileboard or panels also form decorative walls and ceilings. They make attractively patterned ceilings that are sound-absorptive and insulating.

Insulating Board Lath

Standard Sizes and Thicknesses of Structural Insulating Board Products

Product	Sizes	Thicknesses	Edges*	Major Uses
Building Board**	4x6 4x7', 4x10' 4x8', 4x12' 4x9'	½", 1"	Square.	General purpose structural insulating board; interior finish; base for plastic paints, wall coverings and other interior decorative finishes. Also used as wall sheathing under brick veneer, siding, shingles and stucco; as roof sheathing on pitched roofs under various types of roofing.
Sheathing	4x8', 4x10' 4x9', 4x12'	½", 25/32"	Square.	Wall sheathing under brick veneer, siding, shingles or stucco; also as roof sheathing on pitched roofs under various types of roofing.
	2x8'	25/32"	Long edges fabricated, short edges square.	
Lath	18"x48"	½", 1"	Long edges fabricated.	Insulating plaster base for walls, partitions and ceilings.
Tileboard (Panels)	12"x12" 12"x24" 16"x16" 16"x32"	½", ¾", 1"	Fabricated edges.	Decorative, insulating wall and ceiling panels. Frequently used in conjunction with building board and/or plank.
Plank	Widths: 8", 10", 12" and 16" Lengths: 8' 10' and 12'	½"	Fabricated long edges.	Decorative, insulating wall and ceiling finish. Frequently used in conjunction with building board and/or tileboard.

* "Fabricated edges" refers to any type of edge treatment other than square edges without reinforcement.

** Standard colors and finishes of Building Board are (1) natural board and (2) one light colored board (e.g., white, ivory, cream or buff).

is a continuous-surface plaster base that reduces the need for other insulating materials in wall or ceiling construction.

Insulating Board Sheathing provides structural strength and a base for an outside finish in much less building time than wood sheathing.

A house constructed with proper insulation in walls, floors, and ceilings is like a man properly clothed from head to feet. Insulation of a building similarly provides a barrier against the outward flow of heat and promotes comfort.

An example of fuel saving was checked in Washington, D. C. An investment of two cents extra per square foot of wall for insulating lath paid for itself in two years. The house used an automatic oil furnace which forced air through the rooms. The insulating value of the wall, which reduced the heat requirement for human comfort, saves a penny per square foot of wall every year.

By treating or finishing insulating board with different tints or colors, and by cutting them with attractive joints and dimensions, manufacturers make possible a wide variety of ornamental effects with boards, planks, and tileboards. These are increasingly popular in the construction or remodeling of churches, bowling alleys, shops, offices, as well as homes.

This photograph shows how attractively a gabled attic room can be finished with Insulating Tileboard on the ceiling and Insulating Board Plank on the walls. Prefinished, many of these products do not require any decorating upon installation—and help reduce fuel bills. Picture courtesy Celotex Corporation.

Because of the ease of application and time saved in completing construction with wallboards, "dry wall construction" is being used by more and more builders and home-owners. The labor it saves makes it a boon to thrifty builders.

A veteran Atlanta, Ga., dealer, P. G. Hanahan, of the Carolina Lumber and Supply Company, declares that "for more and more uses, wallboard is coming in and lumber is going out." The reason for this, he explains, is the smaller labor costs and reduction in construction time made possible by "dry wall construction."

Insulating board can be sawed and nailed the same as lumber. Dealers who use it in construction and remodeling, and who sell it for both purposes, report complete consumer satisfaction when insulating board is applied in accordance with the manufacturer's instructions.

Dealers who stock insulating board have opportunities to increase their profits through the sale of related items and accessories. These include proper nails; battens, base, wainscoting cap, quarter round, and other wood moldings; natural and finished fiberboard trims made by some manufacturers for their boards; furring lumber; sizing as recommended by board manufacturers, and paints.

The following types of nails are recomended for the application of rigid insulating board:

(*Please turn to page 76*)

NAILING OF FIBER INSULATION BOARD

Type and Use	Thickness	Nails—Type and Size
Building Board, Nails Exposed Tileboard (Panels) Nails Exposed Plank, Nails Exposed	½"	Brad, 1¼", 3d, 14 ga., 11 ga. head Finishing 1¼", 3d, 15½ ga., 12½ ga. head Cadmium plated "insulation board" nail, diamond point, 1¼", 17 ga., 5/32" head
Building Board, Nails Exposed Tileboard (Panels) Nails Exposed	¾" or 1"	Brad, 1¾", 5d, 12½ ga., 9½ ga. head Finishing 1¾", 5d, 15 ga., 12 ga. head Cadmium plated "insulation board" nail, diamond point, 1¾", 17 ga., 5/32" head
Building Board, Nails Covered	½"	Box, 1½", 4d, 14 ga., 7/32" head Common 1½", 4d, 12½ ga., ¼" head Galv. roofing, 1½", 11 ga., 7/16" head Galv. shingle 1½", 4d, 12 ga., 9/32" head
Building Board, Nails Covered	¾" or 1"	Box, 2", 6d, 12½ ga., 17/64" head Common, 2", 6d, 11½ ga., 17/64" head Galv. roofing, 2", 11 ga., 7/16" head Galv. shingle, 2", 6d, 12 ga., 9/32" head

SPACING OF NAILS—6" o.c. for intermediate nailing, 3" o.c. and ⅜" away at edges.

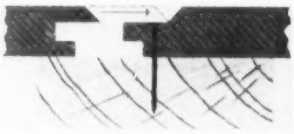
NOTES ON NAILING:

Exposed nails shall be driven at an angle setting below surface, with fiber tapped over surface.

Nails may be driven in beaded groove or Vee of planks.

For painted surface, use finishing nails or brads.

Nail first to intermediate members and then along edge.

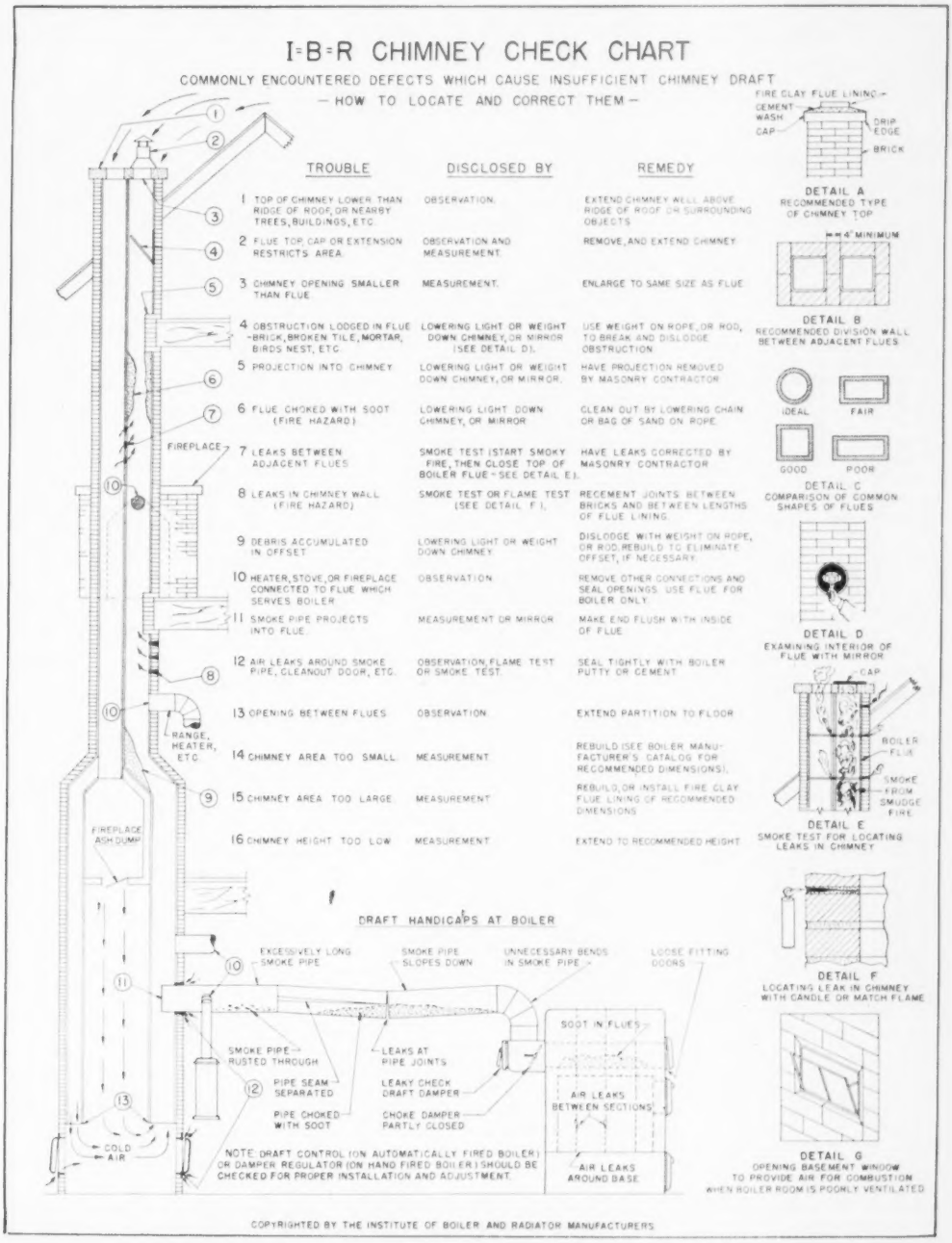


This chart shows the proper type and size of nails to use in installing the several standard interior types of Insulating Board products. It is reproduced from "Time-Saver Standards," courtesy ARCHITECTURAL RECORD. The drawing, above, shows how the edges of Insulating Tileboards and Planks are now fabricated to facilitate installation and to conceal the nailing.

FOR *Free-Drawing* CHIMNEYS

STUDY of the Chimney Check Chart reproduced below not only will help clear up troubles in chimneys already built and in use. Such a study also will help prevent such common faults in the design and erection of chimneys.

This chart is reprinted through the courtesy of the Institute of Boiler and Radiator Manufacturers. Tear it out and stick it in a reference file—it may be useful in settling "an argument" or making a point clear sometime soon.



NEARLY NINE per cent more homes were started in the United States during 1949 than were started in the previous record building year. Department of Labor estimates showed that 1,019,000 new non-farm dwelling units were started last year as compared with 937,000 starts in 1925—the previous peak year.

A study by the Producers Council, according to Executive Secretary Charles M. Mortensen, reveals that more new homes were built during the past three years than in any other three-year period in the nation's history. "The total of 2,740,000 new privately financed non-farm housing units started in 1947-49 exceeds by 40,000 the number started in 1923-25 when the previous three-year record was set."

NEVERTHELESS the U. S. Congress is being urged on by "Public Interest Groups"—which probably include more of your relatives and friends than you imagine—to amend the National Housing Act even more than the private housing bill passed by the House of Representatives last summer. Amendments to the Sparkman bill proposed by Senator Maybank would provide for government-guaranteed financing of cooperative housing projects for middle-income families over a 50-year period with interest at slightly less than 3 per cent.

Spokesmen for all segments of the industry opposed this second step toward a completely socialized homebuilding industry. In a statement sent to the Senate Banking and Currency Committee and to all members of the Senate, the Chamber of Commerce of the United States declared that it "finds that the proposals carry one step further the tendency, long apparent, to move away from a general pool of mortgage credit fed by the savings of the people and channeled into various types of mortgages according to the automatic adjustments of a free market.

"Instead, the trend is toward a multiplicity of separate, mutually exclusive mortgage markets, each designed to serve a special need and each dependent for its functioning upon the support and intervention of the federal government. In such an atmosphere economic considerations usually give way to political pressures.

"With this measure, the process becomes almost complete. It will be hard to find any class of housing or any class of borrower, except a negligible remnant of the well-to-do, who have not had some benefit especially arranged for it. The bill creates another federally-supported institution to provide an especially tailored loan to a special group of people who happen to have a special range of income and who organize themselves in a special way. All others are excluded."

The statement points out that, while substantially all groups will have special housing attention, only a small part of each group can receive the promised benefits, leaving the road open for discrimination. "At best," says the U. S. Chamber, "the operation is likely to create greater inequalities, and more irrational inequalities, than now prevail."

THE NRLDA also has spoken out against undesirable sections of the impending housing measure. The retail lumber dealer's group urged elimination of the measure providing "government guaranteed, long-term, low-interest-rate financing" because this "proposal is even a bigger step in government control than the public housing program.

"We recommend that government insured and guaranteed mortgages bear a common interest rate and avoid further confusion by the proposed additional variations in interest rates. If this bill is enacted in its present form you would have 4½ per cent on FHA insured mortgages, 4 per cent on veteran guaranteed loans, and 2½ to 3 per cent on 50-year debentures issued to finance cooperatives, and 2½ per cent on direct loans to educational institutions."

NEW CHANGES in regulations pertaining to the Fair Labor Standards Act, which instituted a 75-cent-per-hour minimum wage on January 25, affect many lumber and building material dealers. For the first time minors under 16 are barred from employment in occupations involving warehousing and storage or construction—including demolition and repair. Minors may engage in office or sales work under certain conditions. Another ruling gives the Wage and Hour Division administrator the authority to approve less than 75 cents an hour for handicapped persons whose services do not warrant that much pay.

UNION WAGE scales for the construction industry remained fairly stable through the last quarter of '49. The changes—all upward, of course—between October 1 and January 3, together with the average rate in 85 cities throughout the nation on January 3, were:

Bricklayers: .3%—$2.76.
Carpenters: .05%—$2.28.
Electricians: .4%—$2.51.
Painters: .2%—$2.20.
Plasterers: .2%—$2.68.
Plumbers: .4%—$2.54.
Building laborers: .2%—$1.49.

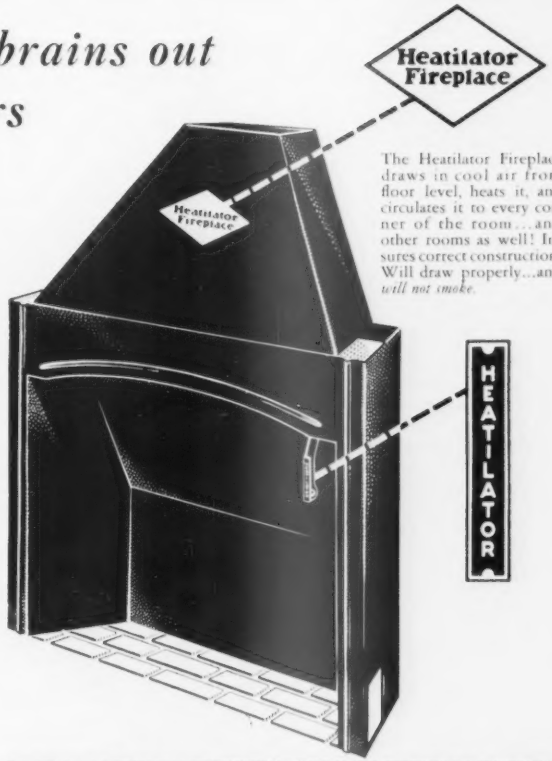
THE FIRST research correlation conference held by the National Research Council's Building Research Advisory Board drew over 300 scientists to Washington January 11-12.

The first session on recent research in climatology was followed by one on the relationship of climate and building materials. H. R. Snoke, of the National Bureau of Standards, in summarizing tests on the exposure of roofing materials to sun and wind exposure, showed that the method of application of a roofing was the most important factor in its durability.

Frank B. Rowley, of the Minnesota Engineering Experiment Station, reviewed the factors bearing on a choice of wall insulation. He said that the wet-bulb temperature was being recognized as a key problem now, since moisture condensation in the insulating space not only reduces the efficiency of insulation but may deteriorate parts of the structure as well."

It's easier to sell the leader

...than to bat your brains out persuading customers something else is "just as good!"



The Heatilator Fireplace draws in cool air from floor level, heats it, and circulates it to every corner of the room...and other rooms as well! Insures correct construction. Will draw properly...and *will not smoke.*

WHY waste valuable selling time on anything less than the leader? The leading name in fireplaces, the leader in sales, the leader in acceptance, is the Heatilator* Fireplace!

Heatilator Fireplace won this top position by being the first practical fireplace to circulate heat throughout the room instead of wasting it up the chimney. It's a complete, precision-built fireplace from hearth to flue...smokeless, trouble-free, easier and more economical to install.

SPECIALISTS FOR 22 YEARS

We've been making Heatilator Fireplace Units for 22 years. Ever since the first units were installed, users have been telling us how satisfied they are. And besides, they are proudly showing their Heatilator Fireplaces to all their friends!

What's more, when you handle Heatilator Fireplace Units, your customers are pre-sold by *national* advertising in consumer magazines like *House & Garden, House Beautiful, American Home,* and many others; in camp magazines like *Field & Stream* and *Outdoor Life;* in builders' magazines and architects' magazines!

These are the reasons why Heatilator Fireplace Units take less selling time, are more readily acceptable by consumers and builders both! Write Heatilator, Inc., 672 E. Brighton Ave., Syracuse 5, N. Y. for full information today!

*Heatilator is the reg. trademark of Heatilator, Inc.

They're easier to sell... It's easier to make a profit on

HEATILATOR *America's Leading* **FIREPLACE**

T.M. REG. U.S. PAT. OFF.

NEWS of the MONTH

Homebuilders' Show Pulls Crowd

A program featuring the latest ideas in home construction, improved selling methods, and efficient management practices will share the spotlight with the biggest exposition of building materials and equipment ever seen when the National Association of Home Builders meets in Chicago for their sixth annual convention and exposition, February 19-23.

A record turnout of 16,000 persons is expected to attend the convention.

More than 75 events are on the convention calendar, including panel discussions, clinics, business sessions, demonstrations, major addresses, inspirational features, committee meetings and audience participation sessions. Exhibit and meeting facilities of the Stevens and Congress hotels will be used.

Over 160 leading manufacturers have contracted for a total of 252 exhibit spaces. They will display more than 600 different homebuilding products in all classifications.

Building materials and specialties will account for over half the items to be shown. It is estimated that over 40 per cent of the exposition will be devoted to products which are either entirely new, recently improved, or nationally available for the first time.

Doolittle Made V. P. of Penn-Dixie Cement Firm

Appointment of General Sales Manager Fred L. Doolittle as vice-president of the Pennsylvania-Dixie Cement Corporation, was announced last month. His headquarters are at 60 East 42nd Street, New York City.

Vice-President Doolittle joined the company in the Boston sales office in 1929. After five years in the field, he was attached to the general sales office in New York in 1941. He was appointed general sales manager in 1945.

Three other Penn-Dixie officials were advanced in the series of top promotions. E. P. Newhard, operating manager since September, 1948, was appointed vice-president also. Johan Norvig, who was appointed chief engineer in 1946, has been made director of engineering. Stewart H. Dewson, who recently had served as assistant chief engineer, now is chief engineer for Penn-Dixie. These three operating officials all maintain headquarters at Nazareth, Penn.

The Pennsylvania-Dixie Cement Corporation has plants in Pennsylvania at Bath, Penn-Allen, Nazareth, and West Winfield; in Tennessee at Kingsport and Richard City; in Georgia at Clinchfield; and in Iowa at Des Moines.

Heads HHFA Research

Dr. Richard U. Ratcliff, who had served as professor of land economics at the University of Wisconsin since 1944, last month became the first director of the Division of Housing Research which was authorized by the Housing Act of 1949.

Ratcliff has served at various times as consultant to the FHA, PHA, NHA, and NSRB. He is a member of the Wisconsin State Planning Board, the Madison Plan Commission, and formerly served as a member of the Madison Housing Authority and the Wisconsin Veterans' Housing Authority.

The author of a book entitled "Urban Land Economics," he has contributed articles on housing and land use to professional and educational journals.

Catastrophic Losses

Fires, floods, tornadoes, and other disasters all whittle away at the nation's housing supply. It is estimated that losses through such disasters, together with housing lost through conversion into business space, total 40,000 units annually.

South Sets the Pace In Tree-Farming

At the end of 1949 the United States had a record high of 20,010,102 acres of privately-owned timberland dedicated to the perpetual production of wood for commercial use.

This acreage, representing 2,242 different ownerships in 27 states, is certified in the American Tree Farm System. During 1949 almost three million acres were added to the program according to James McClellan, chief forester for American Forest Products Industries, Inc., Washington, D. C., national record-keeper for the industry-encouraged tree growing program.

For the fifth consecutive year the South led all other regions in Tree Farm growth with a total of 1,151,759 acres. The Western pine area showed the second largest growth, and the Lake State region was third.

The increase in tree farm acreage during 1949 was the largest since 1942, McClellan said. Michigan, with 628,751 acres, led the nation in new Tree Farm acreage. It was followed in order by Florida with 419,836, Oregon with 387,471, North Carolina with 308,922, and Washington with 257,226.

Community Participation Urged on L-B Managers

Managers of yards of the Long-Bell Lumber Company in northeastern Oklahoma have been urged by Jess D. Davis, new Tulsa division manager of that line firm, to take an active part in the affairs of their communities.

"It is your duty to contribute a reasonable amount of time and effort to community projects, not only for your town's progress but also for our company's progress. With good management we will progress in ratio to the progress of your community. It is suggested that any contributions you or the company make to the civic or

"AFTER 40 YEARS" OCONEE

"After 40 Years"

Now available. OCONEE's "After 40 Years" anniversary booklet tells you about OCONEE Clay Products and OCONEE service. Ask for your copy. *Let's get acquainted*

And when you think of vitrified clay, think OCONEE. Write OCONEE. Phone OCONEE. Consolidate your orders with OCONEE. It pays.

Vitrified clay sewer pipe — fittings — refractory flue lining — fire clay — wall coping — structural tile—flashing block—fire brick—face brick. Stock these items. Sell them. Use them.

OCONEE

CLAY PRODUCTS COMPANY

MILLEDGEVILLE

GEORGIA

CLAY PIPE

CLAY PIPE NEVER WEARS OUT!

social life of your town be given adequate recognition in the local press."

Davis, who had been in charge of Long-Bell's public relations and advertising program for three years, appointed his secretary to help managers prepare and release appropriate publicity. He also recommended that they seriously consider entering the National Retail Lumber Dealer Association's public relations contest.

Davis recently was appointed a member of the public relations committee of NRLDA by President C. B. Sweet.

Instalment Credit Manual Published

Allied Building Credits, Inc., Los Angeles, nation-wide finance firm serving the building trades, offers the company's new dealer manual, "The ABC of A.B.C.," through its district field offices. It is intended as a practical, easily followed guide to procedure and practice in the instalment credit field.

This 32-page loose-leaf book opens on a colorful introductory note covering the selling story and over-all operational picture. Then the reader is conducted step by step through the operation of A.B.C. credit plans.

Work classifications eligible for instalment financing under the A.B.C. plans are listed in their entirety, and every possible contingency a dealer might face in contracting an instalment sale is clearly brought out and explained. Facsimile forms, completely filled out, illustrate precisely how to proceed in order to avoid any possible confusion or complications.

USG Jacksonville Mill Being Enlarged

To provide more gypsum products to dealers in all of Florida and in parts of South Carolina, Georgia, Alabama, Mississippi, and Louisiana, the United States Gypsum Company is enlarging and improving its mill at Jacksonville, Fla.

Built in 1938, the mill was doubled in capacity in 1941. The present improvement program will substantially increase the plant's output of gypsum wallboard, lath, and sheathing for Southeastern construction.

Southern Cities Lead In Getting Slum Funds

Four Southern cities were among the first six in the nation to receive approval of fund reservations under the new federal billion-dollar slum clearance and urban redevelopment program. Albany, Ga., Dallas, Tex., and Jackson and Nashville, Tenn., were among the cities to obtain HHFA Administrator Ray Foley's approval of applications for federal grant funds.

The other two cities whose applications helped the six grants to exceed $5,000,000 are St. Paul, Minn., and Perth Amboy, N. J.

The cities, their populations, and preliminary fund grants:

Albany, Ga., 20,000 pop., $200,830.

Jackson, Tenn., 24,000 pop., $300,000.

Nashville, Tenn., 167,000 pop., $1,861,000.

Dallas, Tex., 294,000 pop., $1,758,400.

St. Paul, Minn., 288,000 pop., $1,276,870.

Perth Amboy, N. J., 41,000 pop., $177,170.

Personnel Notes

I. C. Raymond Atkin, vice-president, director, and executive committee member of J. P. Morgan Company, Inc., has been elected a director of the **Johns-Manville Corporation.** Atkin is chairman of the foreign exchange committee of the New York Money Market.

★ ★ ★

Douglas S. Steinberg has been appointed director of publicity for the **National Lumber Manufacturers Association.** A University of Maryland graduate, he is a member of several public relations associations.

★ ★ ★

William W. Suttle is sales manager of the newly-created central division of the **Upson Company.** Formerly manager of the South Atlantic division, Suttle has his new headquarters in Memphis, Tenn. His territory includes Louisiana and parts of Tennessee, Alabama, Florida, Missouri, Mississippi, Arkansas, and Illinois.

★ ★ ★

Maurice Morrison now heads the door division of **Morrison Steel Products, Inc.,** Buffalo, N. Y. He directs sales of the company's new all-steel overhead garage door.

Joe Gall, above, is Southeastern sales representative for Associated Plywood Mills, Inc., of Eugene, Ore., manufacturers of Douglas fir plywood for over 28 years. He covers Virginia, North and South Carolina, Georgia, Florida, West Virginia, eastern Tennessee, and Alabama. Gall has had almost 20 years of experience in the plywood industry.

★ ★ ★

Donald H. Waddington has joined the sales staff of the Atlanta, Ga., office of the **Bridgeport Brass Company.** In his new position, Waddington covers Alabama and Mississippi, handling sales of all Bridgeport products.

★ ★ ★

Robert B. Taylor is now research director for the **Structural Clay Products Research Foundation.** He is planning an industry-wide, long-range research program for the brick and tile industry.

★ ★ ★

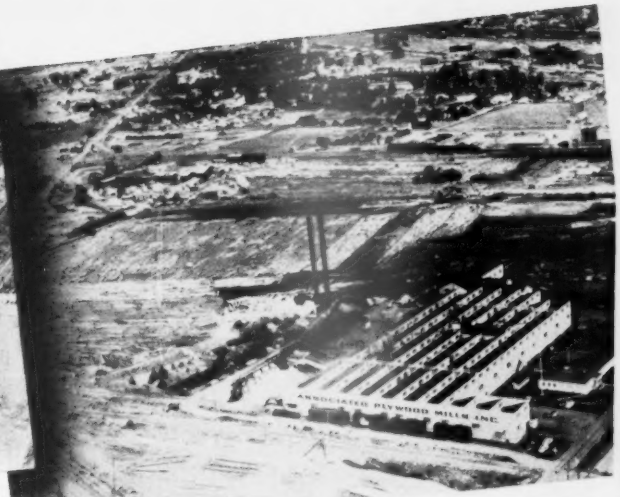
The Ruberoid Company, makers of asphalt and asbestos building products, has appointed **Louis Herscovitz** as sales consultant. In this new position, Herscovitz is chairman of a new products committee composed of five company officials.

★ ★ ★

Walter F. Munford has been elected vice-president in charge of operations of the **American Steel and Wire Company.** He succeeds Harvey B. Jordan, now president. Munford started with the company 30 years ago as a die-reamer.

★ ★ ★

William F. Leicester, who was responsible for the development of urea-resin glue in the United States, was recently honored for



Above: Associated Plywood Mill, Willamina, Oregon
Right: Associated Plywood Mill, Eugene, Oregon

2 MILLS WITH BUT A SINGLE PURPOSE...

quality plywood

...from Oregon's finest Douglas fir

Plywood is known as the "miracle" wood. How it gets that way at Associated Plywood plants is no miracle at all, but rather a combination of outstanding natural and man-made circumstances.

The rich, rain forests of Oregon yield the fine Douglas fir that comes to Associated mills. These mills are among the largest and most modern in the plywood industry, with a number of manufacturing "firsts" to their credit.

And in these mills work more than 900 skilled craftsmen—men who have had years of training and experience.

The plywood they produce (both exterior and interior panels) is grademarked and trademarked—a double guarantee of product quality and user satisfaction.

APMI trademarked plywood is available in the nation's major building and distribution areas, in stock sizes for most efficient use. Your inquiries are welcomed at Associated mills, or at any of the listed warehouses.

APMI Stock Panel Sizes

Lengths: 60" 72" 84" 96" 108" 120" 144"
Widths: 24" 30" 36" 42" 48"

APMI SALES WAREHOUSES

Eugene and Willamina, Oregon
San Francisco, 925 Toland St., 24
Dallas, 4814 Bengal St., 9
St. Louis, 4268 Utah St., 16

OTHER SALES WAREHOUSES

BESSONETTE & ECKSTROM
LOS ANGELES 11, CALIFORNIA

PACIFIC MUTUAL DOOR CO.
TACOMA 2, WASHINGTON
BALTIMORE 31, MARYLAND
CHICAGO 8, ILLINOIS
GARWOOD, NEW JERSEY
KANSAS CITY 3, KANSAS
ST. PAUL 4, MINNESOTA

APMI

ASSOCIATED
PLYWOOD MILLS, INC.

GENERAL OFFICES: EUGENE, OREGON

Plywood plants at Eugene and Willamina, Oregon ☆ Lumber mill at Roseburg, Oregon

SEVENTH B. M. D. CLASS AT SOUTHERN METHODIST U. POSES

SMILING in this picture are members of the seventh class to attend the Institute of Building Material Distribution sponsored at Southern Methodist University in Dallas by the Lumbermen's Association of Texas in cooperation with the Louisiana Building Material Dealers Association and the Oklahoma Lumbermen's Association.

Seated in front row, left to right, are: V. L. Kirby, Willson & Son Lumber Co., Dimmitt; L. V. Ogletree, Lumbermen's Association of Texas, Houston, class student coordinator; L. E. Wald, Campbell Marra Lumber Co., Temple; Pervis Wassom, Lubbock Sash & Door Co., Lubbock; Ben C. Lewis, Pursley Lumber Co., Odessa; Jack L. Staudt, Park & Schreiner Lumber & Supply Co., Kerrville; Ken K. Carpenter, Barney Stewart Lumber Co., Oklahoma City, Okla.

Second row, from left: Gene Ebersole, executive vice-president, Lumbermen's Association of Texas; Bob Aylin, Houston advertising agent; W. A. Bonds, Oldham Lumber Co., Dallas; Wayne Arnold, Lubbock Sash & Door Co.; R. L. McClure, Barney Stewart Lumber Co., Oklahoma City; O. H. Campbell, Bogalusa Lumber Co., Bogalusa, La.; C. J. McGuire, Jr., Houston; W. A. Bonds, Oldham Lumber Co., Dallas; W. B. Elliott, Simon-Garrett Lumber Co., Levelland; O. B. Housley, George V. Stein Lumber Co., Frederick, Okla.; R. R. Richter, L. B. Wehring Lumber Co., Corpus Christi; W. B. Oldham, Dallas dealer; C. H. Shumaker, institute director for S. M. U.

Third row, from left: Durwood Finley, Forrest Lumber Co., Seminole; L. C. Baze, Home Lumber Co., Brady; Roland Hobbs, Bob Fraley Lumber Co., Ardmore, Okla.; E. T. Maurer, Jr., Stone Lumber Co., New Orleans, La.; H. W. Ragland, Ragland-Cone Lumber Co., Wichita Falls; C. C. Rouse, Jr., Rouse Lumber & Building Co., Houston.

Back row, from left: R. M. Gilbert, Chickasaw Lumber Co., Dallas; R. B. Riddle, Western Lumber Co., Velasco; T. W. Diehl, Hope Lumber & Supply Co., Tulsa, Okla.; William Nunn, Carl McCaslin Lumber Co., Hereford; G. T. Rogers, Perryton Lumber Co., Perryton, and R. L. Shelton, Lingo Lumber Co., Dallas.

The eighth Institute of Building Material Distribution under the same sponsorship started February 6 and will run through March 3.

---

his 25 years of service with the **Borden Company.** He joined the Casein Company, as the Borden chemical division was then known, as sales manager and later became vice-president and president. He was made a vice-president of the Borden Company in 1946.

* * *

Harold A. Edlund has joined the **Arco Company** as director of sales. He is directing the firm's stepped-up sales program for paints, varnishes, enamels, and related items.

* * *

George I. Fischer has been appointed manager of the Tekwood division of the **United States Plywood Corporation.** He has managed the company's boat-shape division for four years.

* * *

Jonas H. Ingram, retired U. S. Navy admiral, has accepted a position as executive representative with the **Reynolds Metals Company.** His headquarters are in Coronado, Calif.

* * *

The **General Electric Company** has appointed **Edward T. Carvill** as assistant manager of appliance sales in the Southeastern district. He formerly represented G-E heating devices in the Philadelphia district.

* * *

A. L. Dent has been promoted to assistant manager of the Atlanta, Ga., branch of the **Celotex Corporation.** Until this month, "Dick" Dent was a senior sales representative in the Fort Worth, Tex., territory. A graduate of the University of Texas, Dent served nearly four years in the U. S. Navy during the war, attaining the rank of a full lieutenant. He is a native of Macon, Ga.

DRY WALL CONSTRUCTION

Greatest Advance in 300 years of Building Construction

• Today architects, builders and home owners recognize the basic fallacy of *wet* walls – and the subsequent dangers and annoyances of cracked and falling plaster. Repeated surveys record the rapid growth in demand – by home owners – for the common sense, up-to-date method of building . . . *dry wall construction.*

For the past 32 years Homasote has been steadily replacing plaster and has now been used in millions of dollars of private homes. Constantly pioneering in the development of dry wall construction, Homasote Company has invested more than $500,000 in research since 1936.

Dry wall construction – with Homasote Big Sheets – offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. Joints are made at doors and windows, as desired . . . Labor costs are minimized; many fewer handling operations; many fewer nails . . . In a single material you provide lasting insulation value and great structural strength . . . You build a quieter home, free from dampness—with dependable insurance against musty closets and mildewed walls . . . You provide added protection against a hot fire. Loosely compacted or non-fibrous products fall from the wall when the hose is applied. The whole wall is thus opened up. Repeated cases show that Homasote (highly compacted wood fibre) stays on the wall, protects the studs against charring.

Dry wall construction—with Homasote Big Sheets—means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Use the coupon below to secure performance data and illustrated literature on Homasote and allied products.

If Rameses had had Homasote . . .

instead of plaster, dry walls and ceilings would now have been the *accepted method* – it would have been impossible to gain acceptance for a material that creates the annoyances, expense and perils of cracked walls and falling ceilings.

Weatherproof HOMASOTE

SEE OUR CATALOG IN SWEET'S

. . . oldest and strongest insulating and building board on the market

SEND FOR ILLUSTRATED LITERATURE

HOMASOTE COMPANY • DEPT. 25, Trenton 3, New Jersey

Send me literature as checked:

Standard Homasote (Big Sheets)	( )	Sote Asbestos Board	( )
Striated Homasote (Tiles and Panels)	( )	The Nova Roller Door	( )
Wood-textured Homasote (Panels)	( )	The Nova-Shingle and the Nova-Speed Shingling Clip	( )

Name_____
(Please print in pencil)

Address_____

City & Zone_____ State_____

SEVEN STATES REPRESENTED IN GEORGIA TECH CLASS

TWENTY-SEVEN men from seven states completed the sixth short training course for building supply personnel conducted at the Georgia Institute of Technology in Atlanta, January 9 through February 3.

In the picture above, the first row includes, left to right: Clifford B. Zimmerman, Zuber Lumber Co., Atlanta, Ga.; Robert P. Campbell, Sr., Campbell Lumber Co., Covington, Ga.; James G. Williams, Jr., Zuber Lumber Co., Atlanta; William J. Penn, Jr., Peek-Hightower Lumber & Supply Co., Cedartown, Ga.; Charles B. Cheney, Jr., McNair Lumber & Supply Co., Macon, Ga.; Robert P. Campbell, Jr., Campbell Lumber Co., Covington; John G. Coleman, Tifton Lumber Co., Tifton, Ga.

Second row: Vernon W. Young, Carolina Lumber & Supply Co., Atlanta; Carlton Lang, Lang's Variety Works, Sandersville, Ga.; James C. Wills, Pinellas Lumber Co., Clearwater, Fla.; Daniel Puckett Matheny, Woodward Lumber Co., Augusta, Ga.; Walter F. Little, Jr., Parkinson Lumber Co., Greenville, Miss.; Royce B. Camp, Nowell Lumber Co., Inc., Cleveland, Miss.; Robert A. Glover, Bristol Builders Supply Co., Bristol, Va.; W. S. Hale, Hale Brothers, Statham, Ga.; R. P. Geron, Jr., Geron Lumber Co., Huntsville, Ala.

Third row: William T. Stewart, E. W. Stewart Lumber Co., Dickson, Tenn.; Crews Bland, Howard Lumber Co., Augusta; Jack Asbury, Carolina Lumber & Supply Co., Atlanta; Elmer J. Couch, Couch & Bailey Lumber Co., Clarksdale, Miss.; Donald W. Baxter, Builders Supply & Lumber Co., Columbia, S. C.; Victor H. Dassow, Central Wholesale Corp., Bristol; Edgar L. Holt, Jr., Rinker Materials Corp., West Palm Beach, Fla.; William S. Arnett, Dealers Wholesale Corp., Knoxville, Tenn.; Ralph Gunter, Rinker Materials Corp., West Palm Beach.

New Sales Regions For American Kitchens

F. F. Duggan, general sales manager of the American Central division of the Avco Manufacturing Corporation, has announced the establishment of four new regional sales offices for American Kitchens.

Roy S. Gallagher has been made sales manager of the Southern region, with headquarters in Atlanta, Ga. Gallagher was formerly general manager of the appliance department of a large Southern department store. Paul K. Riedman is now field service engineer for the Atlanta office.

John E. Bogan, formerly merchandising manager for a large appliance manufacturer, was appointed head of the central region with headquarters in Chicago. John B. Taylor, a former district manager for American Kitchens, heads the San Francisco office and the Western region. The Eastern region is managed by James A. Craig, whose headquarters are in New York.

Third Class at K. C. U.

Sixty-five students have enrolled in the third 30-day building materials course sponsored by the Southwestern Lumbermen's Association. It started at the University of Kansas City in Missouri on February 6, and will end March 10. Fifty specialists are teaching a variety of practical materials subjects and conducting field trips.

Fight Public Housing

Retail lumber dealers in Dallas and Houston, Tex., are not submitting to the public housing program in their respective towns without a fight.

In December the Dallas Retail Lumbermen's Club, Real Estate Board, homebuilders, mortgagers, home-owners association and interested individuals petitioned the City Council not to take advantage of the federal housing program in their area.

In January, the same groups in Houston went before their city fathers with the same plea.

The material collected by these groups for their fight is available to interested groups in other cities for their use.

TOM HENDERSON
FAMOUS COLLIER'S CARTOONIST

"Those midgets haven't lost a game

since I showed 'em how . . .

Everything Hinges on Hager!"

© 1949

HAGER HINGES

C. HAGER & SONS HINGE MFG. CO. · St. Louis, Mo.

FOUNDED 1849 — EVERY HAGER HINGE SWINGS ON 100 YEARS OF EXPERIENCE

'50 Clean Up, Paint Up, Fix Up Program Stresses Theme "*I know paint—ask me*"

The 1950 "Clean Up—Paint Up—Fix Up" promotional material offers paint dealers better opportunities than ever for taking advantage of the National Paint, Varnish and Lacquer Association's national advertising campaign. The open-door display for window or counter, shown above, is styled for year-'round use. Besides the scene shown through the door, the three pictures at right and enlarged reprints from campaign ads in national magazines can be inserted in the door during appropriate seasons.

All displays are designed for use with any brand of paint. Actual quart- and gallon-cans of paint are used. The materials at right play up this year's theme, which was planned to build up customers' confidence in their local paint dealer as a guide to more attractive homes.

Walt Disney's four-million-dollar, full-length movie, "Cinderella," is linked with the promotion to catch the eye of the movie-going public. All displays are lithographed in from six to eight colors. The "Cinderella" promotion plugs the idea, "Make Your Home Your Palace." All displays are available to dealers at cost. A descriptive catalog showing colors and prices can be obtained on request from the National Clean Up—Paint Up—Fix Up Bureau, 1500 Rhode Island Avenue N. W., Washington 5, D. C.

Notes on Manufacturers

WARREN, ARK.: Forrest Girdner has returned to the Bradley Lumber Company to become sales manager of the hardwood department. He left the Bradley firm after 20 years of service to form his own company, which he sold.

STAUNTON, VA.: The Holston River Company has bought a site for a band-saw mill which will be in operation by mid-spring. It will employ about 40 men and have a capacity of 20,000 board feet a day. A subsidiary of J. B. Belcher and Son, Inc., Bluefield, W. Va., the mill is managed by J. P. Looney, a vice-president of the parent firm.

MEMPHIS, TENN.: Kiley M. Sanford, who represents the Upson Company in the Memphis area, recently spent a week at the company's sales training class in Lockport, N. Y.

HOUSTON, TEX.: The Wright Manufacturing Company held its 1950 annual sales meeting January 9-11. It was the first such meeting to be held in the new $3,000,000 Houston plant.

CROSSETT, ARK.: Peter F. Watzek, general manager of the Crossett Lumber Company, spoke at the annual meeting of the Eastern Arkansas Area Boy Scout Council.

GREENVILLE, PA.: The R. D. Werner Company, Inc., has opened a new plant here. The third major addition to the company's facilities in four years, the new plant makes aluminum and magnesium extrusions.

NACOGDOCHES, TEX.: A barbecue honoring members of the Nacogdoches Fire Department, their families, and guests was given recently by the Nacogdoches County Lumber Company. The Phelan Company assisted at the affair.

LUFKIN, TEX.: Arthur Temple, Jr., vice-president and general manager of the Southern Pine Lumber Company, has been elected president of the Angelina County Chamber of Commerce.

BIG SPRING, TEX.: The Texas Mill and Material Company recently started operations. At full capacity, the new plant can turn out two carloads of all types of special millwork a week. Wise Hollingsworth is plant manager and head of the company.

DIBOLL, TEX.: Johnnye Foster has resigned from his position with the Texas Forest Service to assume general management of the wood-preserving plant of the Southern Pine Lumber Company here.

TACOMA, WASH.: Paul M. Smith has been appointed general sales manager of the Wheeler Osgood Company. He has been with the firm 20 years and is also secretary.

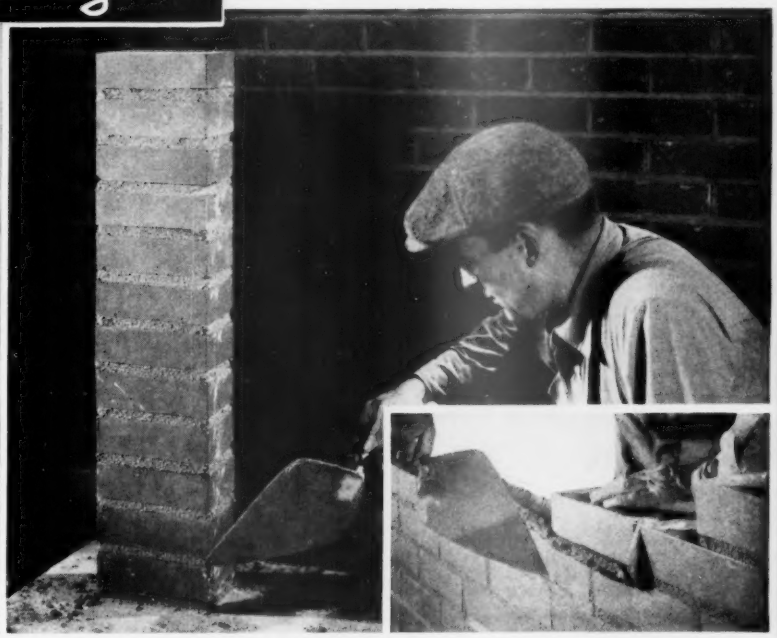
SMITHFIELD, N. C.: The Strick-

CUMBERLAND GIVES YOU *ALL 10!*

No. 2 Body ✓

The 10 basic requirements for high quality masonry cement

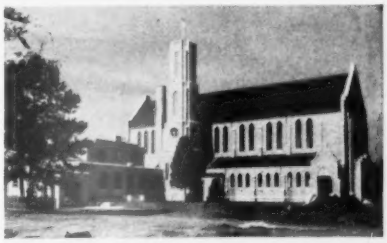
1. Plasticity
2. **Body**
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible shrinkage
8. Water retention
9. Water repellency
10. Non-efflorescence



Column of 12 bricks shown above was laid within five minutes using Cumberland Masonry Cement. Note how joints remain uniform from top to bottom — no squeeze-out despite great weight on fresh mortar. Inset photo clearly illustrates firm yet easily workable body at spreading stage.

FRESH masonry mortar, only *minutes* from the spreading stage, must support the growing weight of course upon course of masonry units. For mortar that has the *uniform body* it takes . . . mortar that won't squeeze out of joints or permit uneven settling : . . you can always depend on Cumberland Masonry Cement.

Better to work with, better to build with, Cumberland Masonry Cement with its pleasing light color fulfills every requirement of the architect, the engineer and the mason.



St. Joseph Catholic Church, Columbia, S. C. Southeastern Construction Co., Charlotte, N. C., builders. Cumberland Masonry Cement used throughout.

Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

land Brothers Lumber Company has been incorporated with capital stock authorized at $100,000. Principal subscribers are Roy, W. B., and S. B. Strickland.

HOUSTON, TEX.: Mr. and Mrs. H. E. Tomlinson and H. E., Jr., have incorporated the H. E. Tomlinson Lumber Company. Capital stock for the manufacturing firm was listed at $25,000.

TIPTONVILLE, TENN.: The Headden Sawmill, which was purchased by Damon Headden and his son after it was nearly destroyed last May, has been rebuilt and put into operation. Its capacity is 20 to 25 thousand feet a day.

SWEETWATER, TEX.: The United States Gypsum plant here is being greatly enlarged to produce more wallboard, lath, and sheathing. The new facilities are expected to be completed by July.

FORDYCE, ARK.: B. A. Mayhew has been elected president of the Fordyce Lumber Company, succeeding Edward C. Crossett, who is now chairman of the board of directors. Mayhew started with the firm 45 years ago as a clerk.

DALLAS, TEX.: A $60,000 building of solid masonry and steel to house sales offices and provide warehousing space for the building products department of Johns-Manville Corporation is being built at 1019 Dragon Street.

WINNFIELD, LA.: The Mansfield Hardwood Lumber Company has installed another lumber dressing machine to step its production up to 100 thousand board-feet a day.

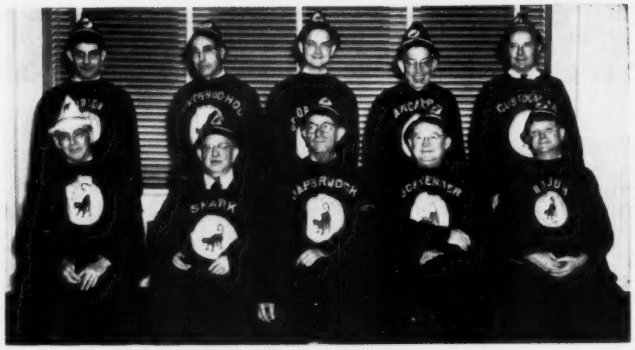
LOUISVILLE, KY.: William E. and Flora K. Cummings and Russell M. Cornelison have incorporated the Cor-Cum firm to manufacture and install flooring.

MICRO, N. C.: A charter of incorporation has been issued to the Ripley Millworks, Inc., to deal in millworking materials, timber, and lumber. R. W. Ripley, Dewey Brady, and A. B. Stone are principal stockholders.

RYE, TEX.: Gertrude and P. A. Rackie and Emanuel Tulles have incorporated the P. A. Rackie Lumber Company, to manufacture lumber products.

DALLAS, TEX.: The Dallas Dunbrik Manufacturing Corporation has started operations here to make two water-repellent products — Dunbrik, a face brick in a variety of colors, and Dunstone, a larger brick for back-up walls. The manufacturing plant is on Carter Road, showrooms at 7942 Lake June Road, and business offices in the Empire State Bank Building.

LAFAYETTE, TENN.: Plans are under way to enlarge the operations of the Macon Lumber Company, manufacturers of hardwood flooring. H. V. Hopton, owner, is offering for sale $50,000 of preferred stock. The enlargement calls for the addition of a number of new items to be made by the firm.



START MONTGOMERY HOO-HOOS "OFF RIGHT"

Members of the initiation team that welcomed and indoctrinated 17 lumbermen recently as the nucleus for the new Hoo-Hoo Club in Montgomery, Ala., are jubilant before proceeding with their duties. The group includes the president and four other members of the Atlanta Hoo-Hoo Club and the head of the Crescent City (New Orleans) Hoo-Hoo Club. Seated, from left, are Harry Kopcke, Atlanta president; Ben F. Springer, Milwaukee, International Hoo-Hoo secretary; Robert F. Darrah, Livingston, Ala.; R. H. Fleming, Columbus, Ga.; and Howard Sikes, Atlanta. From left to right, standing: Russell McCulloch, Atlanta; Robert W. Markel, New Orleans; Donald Moore, Atlanta; J. P. Moyer, founder of the Montgomery chapter, and George Currie, Atlanta.

The HOO-HOO LOG

TAMPA, FLA.: Cats growled and kittens groaned January 27 when the degree team rallied 'round the Phi Delta Kappa House for a joint concatenation of the Tampa and St. Petersburg Hoo-Hoo Clubs. Dealers and wholesalers of the two cities assisted John Dolcater in offering refreshments and dinner.

ORLANDO, FLA.: Central Florida cats enjoyed an educational film, sponsored by the National Retail Lumber Dealers Association, at their January 12 meeting. Central Florida membership has jumped to 46 paid-up members, thanks to the efforts of the membership committee.

MIAMI, FLA.: The Greater Miami Hoo-Hoo Club will hold a dance and barbecue for wives and sweethearts February 25. The gala affair will be held in connection with the February meeting. Plans for the party were made at the January 19 meeting.

JACKSONVILLE, FLA.: Hoo-Hoo staged a successful come-back here last month with the revival of the order and the first monthly meeting. State Hoo-Hoo Director J. H. Dolcater, of Tampa, and Thomas Wait, chief of the Tampa area, attended. R. B. Wand, district representative, presided at the reorganization meeting. Officers elected are Harold R. Frankenberg, president; John W. Baldwin, vice-president; John Breedlove, secretary; Robert Morris, treasurer. J. Y. McNeil, Robert Lechner, Lester Foley, T. S. Mathews, and J. P. Shettleworth are directors.

Southerners Appointed To Slum Advisory Group

Among the 20 members of the recently-appointed advisory committee on slum clearance and urban redevelopment are nine persons from the South and Southwest.

The group will make suggestions for carrying out the Housing Act.

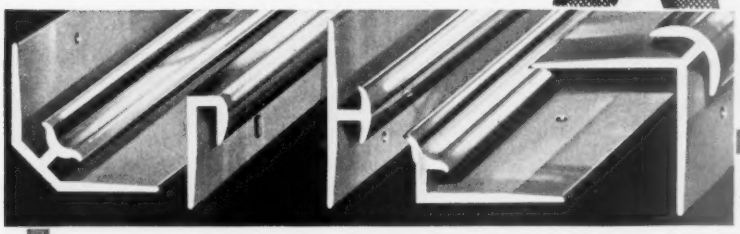
Appointed by Housing Administrator Raymond M. Foley and Director Nathaniel S. Keith of the slum clearance and urban redevelopment division, the committee meets bi-monthly. It will assist in developing the policies of the program.

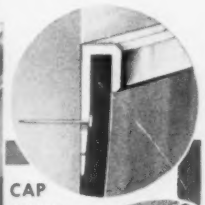
Southern and Southwestern committee members include:

Harland Bartholomew, president of a St. Louis, Mo., city planning firm; Edward R. Carr, Washington, D. C., homebuilder and former president of the National Association of Home Builders; Mayor Thomas D'Alesandro, Jr., of Baltimore, Md.; Peter Henle, of the Housing Committee of the American Federation of Labor.

William Muirhead, president of a Durham, N. C., construction firm; Hugh Potter, Houston, Tex., community developer; James L. Stephenson, executive director of the Dallas, Tex., Housing Authority; George L. P. Weaver, assistant to the C. I. O. secretary-treasurer, and Dr. Ellen Winston, of the North Carolina Board of Public Welfare.

SOUTHERN BUILDERS AGREE:





CAP TRIMS

—and CHROMEDGE does it better!

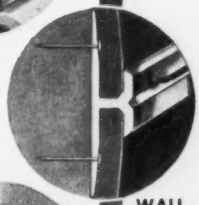
Chromedge gives you a wide choice of trims for easier, quicker handling of any panel-type wall covering installation. They feature *deep* lip recesses that anchor materials firmly in place. Made of sturdy aluminum alloy, they're noted for *dimensional stability*. They can't rust, chip, crack, craze, or fade.

Matched sets are another Chromedge feature. They provide *uniform* beauty from floor to ceiling—coves, corners, wainscot cap, and wall paneling. One popular matched series is shown in the group above, and another in the circles at right. Sets are available in sizes for all gauges of wall material up to ½-inch. Other Chromedge shapes for wallboard are shown in half-size sketches below. For any moulding need on floor and wall covering jobs, insist on Chromedge!

COVE TRIMS

BATHTUB COVES

OUTSIDE CORNERS



WALL TRIMS

INSIDE CORNERS

The B & T Metals Co.
Columbus 16, Ohio

*T.M. Reg. U. S. Pat. Off.

GENUINE, STURDY EXTRUDED ALUMINUM ALLOY TRIMS IN OVER 700 SHAPES AND SIZES

LUMBER OUTLOOK

LUMBER PRICES will continue to move sidewise during the first six months of 1950 and then start downward again. That's the prediction of Roy Wenzlick, noted St. Louis construction analyst and forecaster, before current conventions of building material dealers and realtors across the nation.

During 1949 there was a drop of 5.4 per cent in over-all lumber prices, which brought prices down 11.4 per cent from the peak official price index of the Bureau of Labor Statistics.

The December wholesale-price index for all building materials was at 190.3 as compared with a 202.2 in December '48; 129.9 in June '46; 107.8 in December '41, and 89.6 in August '39. Prices of lumber moved up 1.7 points—and of structural steel, 6.4 points—from November to December to carry the over-all materials index up 0.8 points in December.

FURTHER INCREASES in prices of steel products are indicated by Inland Steel's announcement of upward adjustments in the prices of metal lath and accessories to offset "very substantial increases in our raw material costs" and transportation and other cost increases.

DOUGLAS FIR sawmills in 1949 showed a gain in lumber production over the previous year for the fourth consecutive year, a report from the West Coast Lumbermen's Association shows. West Coast mills in 1949 produced 9.59 billion board-feet of lumber. This output topped the previous year's 20-year record by 190 million feet.

Details in the WCLA report reveal some interesting trends. It shows that during 1949, a total of 446,733,000 feet of lumber were delivered by truck, whereas no record was given for truck shipments in the preceding two years.

During 1949 West Coast mills shipped 1,117,762,000 board-feet were shipped as domestic sea cargo to the Atlantic and Gulf coasts, compared with 610,991 feet in 1948 and 701,301 feet in '47. On the other hand, West Coast lumber exports in 1949 were less than half of what they were in 1947.

THE NATIONAL Lumber Trade Barometer for the week ending January 23 reflected the effects of contrary weather conditions. Due to mild weather in much of the nation, many lumber mills were receiving an unseasonal volume of orders. But, unfortunately, frigid or rainy weather in much of the lumber producing areas of the South and Northwest made it impossible to cut and saw up logs in keeping with this unseasonal demand.

For the week, shipments were 29.4 per cent above production, and orders were 97.1 per cent greater than output. Unfilled orders amounted to 44 per cent of gross stocks and were equivalent to 24 days' production. For the year to date (three weeks), shipments were 10.4 per cent greater than production, and orders were 46 per cent ahead.

In comparison with the corresponding week in 1949, however, production was 32.1 per cent down; shipments, 10.1 per cent down; and new orders were up 16.3 per cent.

THE SOUTHERN PINE barometer for the week ending January 21 showed that shipments were 3.53 per cent below production for the week, and orders were 10.17 per cent greater than production. Compared to the "three-year average," orders were off 3.67 per cent; shipments down 15.64 per cent, and actual production down 12.56 per cent.

THE ARMY-NAVY lumber auction in Atlanta, Ga., January 17-19, attracted representatives of 83 firms from throughout the nation. They took orders for approximately 13 million board-feet at prices averaging about $70 a thousand with freight prepaid to destination.

DEALERS serving farm areas in the South and Southwest are looking to the new farm housing loan and grant program of the Farmers Housing Administration as a new source of cash business. Tentative distribution of the federal funds, which total $27,000,000 for 1950, by states includes the following: Alabama, $1,259,100; Arkansas, $1,286,300; Florida, $434,400; Georgia, $1,270,100; Kansas, $552,900; Kentucky, $813,800; Louisiana, $1,022,300; Maryland office, $295,200; Mississippi, $1,661,500; Missouri, $892,100; North Carolina, $1,288,400; Oklahoma, $741,500; South Carolina, $935,400; Tennessee, $1,097,000; Texas, $1,747,400; Virginia, $686,900; and West Virginia, $406,400.

ANOTHER POSSIBLE source of new materials orders in the grain states is the construction of additional bin-type storage for wheat and small grains other than corn, following generally the pattern used last autumn. The storage to be required is estimated at 450 million bushels, some 40 million of which will be available from facilities bought last year. After February 15, officials of the Commodity Credit Corporation will announce requirements for additional bin-type storage.

LUMBER LIMELIGHT

THE WEST COAST Stained Shingle Company in Seattle, Wash., has been incorporated under a new and more appropriate name — the Olympic Stained Products Company. Its manufacturing facilities have been greatly enlarged.

* * *

THE MAPLE FLOORING Manufacturers Association is looking to the construction or remodeling of schools, bakeries, roller skating rinks, dance floors, and other commercial and recreational buildings for a large portion of the maple flooring business this year. At the group's 53rd annual meeting on January 27 in Chicago, Ill., W. C. Abendroth, of Reed City, Mich., was re-elected president.

1,000,000 Seedlings To Be Planted in Texas

The Texas Forestry Association and the Texas Daily Publishers Association are cooperating to carry out a program of planting a million trees throughout east Texas.

Youth groups such as schools, Future Farmers of America, 4-H Clubs, and Boy Scout troops receive the seedlings free. The Texas Forest Service and forestry association will keep records, supervise plantings and provide instructions for each seedling order.

In many cases the trees will be planted along highways for demonstration purposes. The program began in San Antonio when the publishers' association donated $2,500 to improve Texas forests.

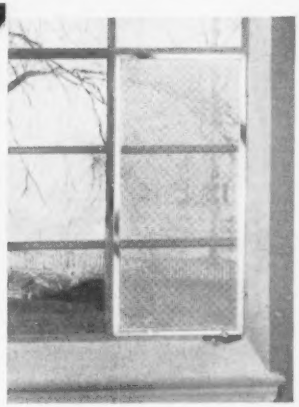
FABRICO*

ALL-ALUMINUM SCREENS

FOR *EASY SALES* AND *GREATER PROFITS*

FOR WOOD WINDOWS:

No ladder needed—Reinforced by cross brace, screens can be hung or removed from inside the house. Very light weight. Easily handled by Mrs. Housewife.



FOR METAL WINDOWS:

Attached with WING CLIPS (at no extra cost). After installation, ***no screwdriver needed*** *to change or remove screen for window washing. Flips off instantly. No loose screws to get lost.*

BECAUSE they are light in weight, they are easy to Handle — Demonstrate — Deliver. (Many customers will take them home in their own cars).

Made of rust-free aluminum and packaged in a handy carton. *Do not deteriorate while in the warehouse.* Take up minimum stockroom space, because carton of 10 screens is under 5" thick.

Manufactured by modern methods—assembled on a production line — by people with a decade of experience in aluminum screens: Your Guarantee for *uniform top quality and freedom from consumer complaints.*

All standard sizes for wood and metal windows available from stock — shortest delivery time on special orders. You can take *all* your screen problems to Fabrico.

DISTRIBUTORS INVITED

For samples, prices and information on available franchises, write to

Screens & Fabricated Metals Corp.

NORTH BERGEN • NEW JERSEY

IN ANY QUANTITY — IN ONE QUALITY — THE BEST!

Why consumers go for

FABRICO

ALL-ALUMINUM SCREENS

*REGISTER APPLIED FOR

Light Weight. Screens are easily handled—quickly installed.

Rolled Tubular Section. 18x14 mesh Alclad aluminum screening combines corrosion-resistance with maximum strength. Held at maximum tautness by specially-designed aluminum spline. Precision engineered for maximum strength and rigidity.

Rugged Strength.
Will Not Red-Rust.
Need No Painting. No upkeep.

Corner Locks give wedge-fit without corrosive effect or discoloration.

No Stains. no discoloration of walls, woodwork, draperies or blinds.

Hardware Included—complete with rust-resisting hanging or attaching devices. Can be used also to hang storm windows. WING CLIP for casement windows.

Protective — A glowing cigarette or windswept burning leaves will not harm the screen.

FREE to Building Supply Dealers

★ ★ ★ **Use Handy Coupon Below**

PRINTED HELPS

51. Tensulate Mineral Wool. This handsome spiral-bound book describes the Tennessee Products and Chemical Corporation's basic materials for industrial activities. Detailed specifications are given about Tensulate mineral wool insulation. Tennessee Products and Chemical Corporation, Nashville, Tenn.

62. Kokomo Korners. This folder pictures and describes this company's individual zinc corners and frame strips for asbestos and asphalt siding and also aluminum corners for wood siding. Their sales points are emphasized. Bugher Manufacturing Company, 211 S. Main Street, Kokomo, Ind.

118. Arm-Glaze Putty. Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

119. Metal Mouldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel mouldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072. Youngstown, Ohio.

130. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

136. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

139. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

140. Plastic Wallboard. Folder describes Superlite wallboard panels with high-gloss, baked on plastic finish. An installation sheet is included. Superior Wall Products Company, 4401 N. American St., Philadelphia 40, Pa.

142. Butt Hinges. Folder describes extrusion processes, tells how Getty butt hinges are made, and lists prices with illustrations. H. S. Getty and Company, Inc., 3348 N. 10th St., Philadelphia 40, Pa.

146. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

147. Caulking Equipment. A new catalog sheet has been released with information about the complete line of caulking guns, accessories, and cartridges. The Vital Products Manufacturing Company, 7500 Quincy Ave., Cleveland 4, Ohio.

148. Reversible Exhaust Fans. Pamphlet describes Reed reversible unit fans, the variety of uses, installations, and accessories. A price list is available. Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans 8, La.

152. "Fenestra Stock Products." This 28-page catalog contains pictures and descriptions of steel windows and doors with hardware; installation details; typical applications; stock types and sizes of residential, basement, utility, and commercial windows and metal swing and slide doors and frames. Copies sent by Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich.

153. Wallboard Sales Aids. Full color promotional material now offered for Marlite wall and ceiling panels, Marsh bathroom accessories, and related products includes a 12-page general catalog, envelope stuffer, self-mailer, and free newspaper mats. Samples available from Marsh Wall Products, Inc., Dover, Ohio.

155. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

158. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

160. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

161. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

164. Fiber Tubing. New folder describes use of Sonotube, a fiber tubing used as a form for concrete columns. Photographs of actual construction at various stages are included. The Sonoco Products Company, Hartsville, S. C.

166. Andal Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Andal Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

169. Fireplaces. "How to Plan A Successful Fireplace" is a 16-page booklet with exact details and specifications for fireplace construction. Designed for laymen, contractors, archi-

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the February, 1950, issue of S. B. S. with these key numbers:.....

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Name.....

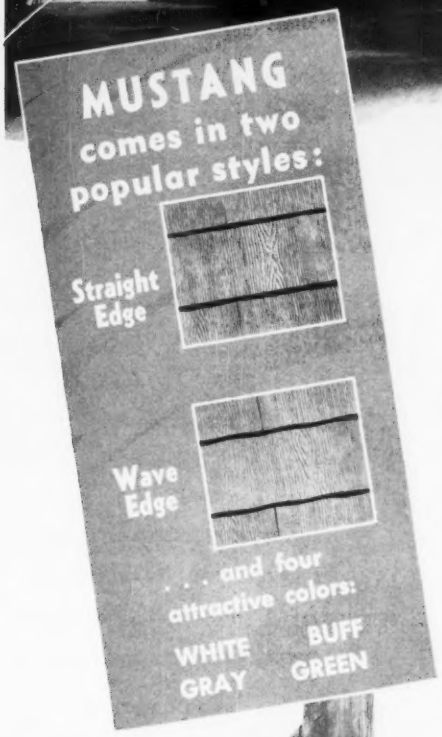
Position.....

Firm.....

Mail Address.....

City, State.....

MUSTANG Asbestos Siding packs plenty of Sales Power



MUSTANG SIDING IS SUPERIOR

Superior for you, Mr. Dealer, because it upholds your reputation for handling only the best.

Superior for the applicator, because all MUSTANG shingles are alike in size, thickness, color and toughness.

Superior for the home-owner because MUSTANG gives any home the "New Look" that lasts forever.

MUSTANG backs you with these 10 merchandising helps

1. MUSTANG sample boards.
2. MUSTANG envelope stuffers.
3. MUSTANG folders of building ideas.
4. MUSTANG newspaper admats.
5. MUSTANG dealer identification signs.
6. MUSTANG truck signs.
7. MUSTANG job signs.
8. MUSTANG radio spots.
9. MUSTANG motion picture.
10. MUSTANG advertising counsel for dealers.

Be the MUSTANG Dealer in Your Community

Sell MUSTANG Asbestos Siding for new construction . . . for remodeling. It's **THE** siding for the dealer who wants to offer the best — and make a good profit.

Write for our new price list today.

104

The ASBESTOS COMPANY OF TEXAS
P. O. BOX 1082 HOUSTON 1, TEXAS

tects, masons. The Peerless Manufacturing Corporation, Louisville 10, Ky.

172. Louver Windows. A brochure on Stewart metal louver windows shows sketches and descriptions of all models and an architectural drawing of proper installations. The Stewart Iron Works Company, Inc., Cincinnati, Ohio.

174. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

183. Gas Space Heaters. A two-color folder lists selling points of Temco gas heaters. Pictures and details of various models are included. The Tennessee Enamel Manufacturing Company, 4104 Park Avenue, Nashville, Tenn.

186. Fireplace Fixtures. Folder contains pictures, prices, and sizes of firesets, andirons, fire screens, and other fireside accessories. The Peerless Manufacturing Corporation, Louisville 10, Ky.

188. Donley Catalog. Specifications and uses of Donley fireplaces, fireplace equipment, incinerators, garbage and mail receivers, louver ventilators, and tools are explained in a 24-page catalog. The Donley Brothers Company, 13900 Miles Avenue, Cleveland 5, Ohio.

189. Ideal Bathroom Cabinets. Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent - lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

192. Reflective Insulation. Folder contains technical information on Kimsul insulation, illustrated with charts, diagrams, and tables. Installation instructions are included. The Kimberly-Clark Corporation, Neenah, Wis.

193. Structural Glass. "Glass For Construction" gives characteristics and uses of Libbey-Owens-Ford structural glass. Specification charts and technical data are also given. The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

194. Heatform Fireplace Designs. A free circular contains key drawings and specifications. For 50 cents, the company offers a 36-page book showing authentic interiors of rooms with fireplaces, floor plans of small houses, and locations of fireplaces for best heating results. The Superior Fireplace Company, 1708-D East 15th Street, Los Angeles 21, Calif., or 601-V North Point Road, Baltimore 6, Md.

195. Lumber Loading. "Don't Ship That Lumber—Unless It Is Properly Loaded" the fifth of a series of leaflets on better lumber practices, contains suggestions for safe lumber loading. The Southern Pine Association, Canal Building, New Orleans 4, Louisiana.

196. Plywood Sales Aids. "Sell With Plywood" is a 32-page booklet covering uses and construction of plywood displays, fixtures, and signs for interiors and outdoors. Over 125 illustrations show designs and selection of plywood types and finishes. Single copies free from the Douglas Fir Plywood Association, Tacoma 2, Washington.

197. Vermiculite Insulation. A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

198. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

199. Metal Tiles. Specifications, application instructions, the many uses of steel and aluminum tiles, and a chart showing the range of 27 colors, are included in a new illustrated brochure. The Vikon Tile Corporation, Washington, N. J.

202. Home Ventilator. A consumer folder and catalog sheets describe the new Westinghouse Poweraire home ventilator model 10PHV. Folder lists chief selling points and uses. Catalog sheets contain detailed sketches, installation instructions, and specifications. Appliance Division, Westinghouse Electric Corporation, Springfield 2, Mass.

203. Side-wall Stonekote. Four-page illustrated folder tells why Stonekote Permanent Insulation is "The Modern Side Wall Protection." Explains application to any surface, points out advantages. The Stonekote Corporation, 2196 South 93rd Street, West Allis 14, Wis.

204. Electric Fans. Four illustrated folders give specifications and prices of Stewart wood-box fans in 24 to 42-inch sizes, 24 or 30-inch KD fan blade and baffle outfit, 24 to 48½-inch non-metallic blade assembly, and full line of window fans and accessories. S. J. Stewart (Electric), 527 St. Joseph Street, New Orleans 12, La.

205. Insect Wire Screen. Retail prices of Cortland insect wire screening are quickly and easily figured with Wickwire Brothers' new Surface Table Guide. Sales information is included in the 22-page booklet. Wickwire Brothers, Inc., Cortland, N. Y.

206. Fancy-Face Plywood. An illustrated folder describes Mengelux economical three-ply panels with faces of mahogany, walnut, oak, and birch. Specifications and sizes are included. Plywood Division, The Mengel Company, Louisville 1, Ky.

207. Slanted Roof Louvers. A two-color leaflet presents specifications for universal, flush flange, and box frame types of Leslie louvers for slanted roofs or walls. Included are details of the eight new larger flush-flange types. The Leslie Welding Company, 2943 Carroll Avenue, Chicago 12, Ill.

208. Plastic Enameled Walls. A full-color, eight-page booklet contains illustrations and complete information on Tylac's new Hi-baked Miracle Walls with plastic enamel surface. It includes chips of the 18 colors and shows the four designs, listing sizes and installation directions. The Tylac Company, Monticello, Ill.

209. Sink Frames. The illustrated folder shows time- and work-saving features of Chromedge Tap-N-Rol frames in installation of modern sink-top coverings. It tells how these frames lock edges of materials with a tight, waterproof grip. The B and T Metals Company, Columbus 16, Ohio.

210. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

211. Ajax Hardware. New catalog covers the Ajax "Hardware of Prestige" line of cabinet and miscellaneous builders' hardware. Chart gives comparative finish symbols of 29 leading hardware manufacturers as compared to the U. S. standards. The Ajax Hardware Manufacturing Corporation, 4351 Valley Blvd., Los Angeles 32, Calif.

212. Flush Doors. An eight-page catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

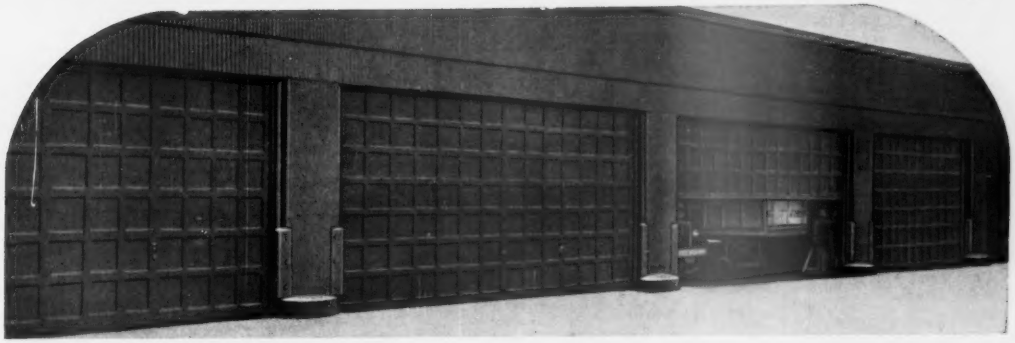
213. Kitchen Ventilator. The new Westinghouse Poweraire window ventilator model 10PWV is described in a two-color consumer folder. Catalog sheets give installation instructions, describe fan's double-duty performance and list specifications. Appliance Division, Westinghouse Electric Corporation, Springfield 2, Mass.

OTHER SOURCES of Free Information

METAL WEATHERSTRIP. A new four-page folder contains complete details on 10 groupings of Dura-seal combination metal weatherstrip and sash balance. As many as 100 different component part groupings are available. Zegers, Inc., 8090 South Chicago Avenue, Chicago 17, Ill.

BUYING LUMBER. "Where to Buy" is a revised membership directory of the West Coast Lumbermen's Association. It contains complete addresses, production capacities, manufacturing and shipping facilities, and production of each species by sawmills, manufacturing plants, timber

PROFITABLE DEALERSHIPS OPEN



The INDUSTRIAL WEL-BILT OVERHEAD OPERATING DOOR

Dealers . . . take on the *right* load for the long pull: The Wel-Bilt Industrial Overhead Operating Door. Wel-Bilt is customstructed to fit individual needs. Scientifically designed to stand up under the hardest usage. Performance proved materials and features assure years of trouble-free operation. Available with such features as: High lift, chain hoist, center supporting track, removable center post, wicket doors, electronic control.

Use coupon below for literature and prices.

THE
Southern G F Co.
257-263 Decatur St. S.E. **Atlanta 3, Georgia**

Southern G F Co. ***Atlanta 3, Ga.***
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Please send without obligation:
☐ Complete Literature ☐ Price Lists

Name _____

Firm _____

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City _____

fabricators, wood-treating plants. Thirty-two new operations are listed. WCLA, 1410 S. W. Morrison Street, Portland 5, Ore.

THE WESTERN PINE Directory of Membership for 1950 lists 308 sawmills, their locations and sales office addresses, and a percentage breakdown of their products by species. The Western Pine Association, 510 Yeon Building, Portland 4, Ore.

MOVABLE WALLS. The Mills catalog No. 50 contains photographs, sketches, and specifications of the many types of metal movable partitions and accessories. It discusses the over-all economy, structural stability, soundproofing, and architectural design of these walls. The Mills Company, 975 Wayside Road, Cleveland, Ohio.

"REVERE ALUMINUM Products" is an attractive booklet presenting clear descriptions of Revere aluminum alloys and products made from aluminum extruded shapes, tube, and coiled sheet. A chart is included on properties of Revere alloys. Revere Copper and Brass, Inc., 230 Park Avenue, New York 17, N. Y.

FOREST PRESERVATION through elimination of fires and unwise cutting is the subject of a 35-mm filmstrip, "Keep America Green," and a picture book designed for schools. The cartoon character "Woody" stars in the film. The book, "The Story of Forests," and information about the film are available from American Forest Products Industries, Inc., 1319 Eighteenth St., Washington 6, D. C.

"PONDEROSA PINE Woodwork for Today's Home" is a 32-page booklet with many illustrations of pine uses, some in full color. Its purpose is to show consumers the many ways in which Ponderosa pine suits present building trends. The booklet includes a color chart and sections on garage doors, storm sash and doors, and special uses in all rooms. Ponderosa Pine Woodwork, 111 W. Washington Street, Chicago 2, Ill.

WEATHERPROOFING and painting asphalt side walls with Asphalt-Seal is described in a new 12-page catalog. It was published after the formation of the new Asphalt-Seal division of the Dewatex Manufacturing Corporation, West 42nd Street and Dyer Avenue, New York 18, N. Y.

RUBBER FLOOR TILE and guidance in making new designs in floor patterns are the subjects of a new free brochure. Johnson Industries, Inc., 169 McPherson Highway, Fremont, Ohio.

A MAPLE FLOORING placard, prepared by the Northern Hardwood Flooring Manufacturers for dealers, promotes the sale of maple flooring. The copy on this three-color placard points out the lasting economy, beauty, and ease of finishing maple. Two leaflets for dealer distribution glorify second and third grade hardwood floors. For a list of manufacturers furnishing this promotional material, write the Maple Flooring Manufacturers Association, 46 Washington Blvd., Oshkosh, Wis.

"Miss Black, you really don't have to demonstrate the tubs to sell them!"

"LUMBER FOR HOMES" is the title of a new 20-minute 16 mm. sound color motion picture. Produced by the West Coast Lumbermen's Association, it is available for showing by retail lumber dealers. Write to WCLA, 1410 S. W. Morrison Street, Portland 5, Ore.

"FIBERGLAS Thermal Insulations" contains data on all forms of Fiberglas thermal insulations for building applications. Thermal conductivity and sound absorption properties are described in the well-illustrated, 16-page booklet. The Owens-Corning Fiberglas Corporation, Toledo 1, Ohio.

"KITCHEN PLANNING Standards" contains a discussion of the essentials of a good kitchen and a score sheet for rating kitchen plans. Published by the University of Illinois' Small Homes Council, the eight-page circular lists most common faults of 103 kitchens studied by the council. It is designed for consumer use. Single copies free until March 1, 1950, from the council office in Urbana, Ill.

ULTRA-THIN WALLS. The Metal Lath Manufacturers Association's latest development, a one-hour fire-rated 1½-inch solid partition wall of perlite or vermiculite gypsum plaster, is described in a four-page folder. Fire-endurance and hose-stream tests are reviewed. Sketches and pictures illustrate construction and characteristics of the wall. Copies available from association headquarters at 636 Engineers Building, Cleveland 14, Ohio.

"CONDENSATION CONTROL in Dwelling Construction" is a 72-page illustrated booklet telling of methods to control condensation with vapor barriers and proper ventilation. It discusses factors causing the problem, recommended solutions, and control details, based on findings of tests made by the Forest Products Laboratory. Prepared by the Housing and Home Finance Agency, the booklet is available for 20 cents from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

CELOTEX PRODUCTS. The new dealer catalog on Celotex building products contains a data chart, lists advantages and uses, and describes the full line of Celotex insulation, wallboards, roofing, and accessories. A full page is devoted to each product's characteristics, and a second page contains application instructions and sketches. Dealers may use it as a quick reference guide for Celotex products and for training salesmen. The Celotex Corporation, 120 South LaSalle St., Chicago 3, Ill.

RUBBER TILE dimensions, colors, specifications, and availability are presented in tabulated form in a new guide issued by the Wright Manufacturing Company. Included are four-color illustrations of Wright tile products—Wrightex, Wrightflor, and Wright-On-Top compression cove base. Free from Wright representatives or the main office, P. O. Box 6567, Houston, Tex.

"HOW TO SELL Hardwood Floors" is a new correspondence course for salesmen, edited by C. Arthur Bruce, E. L. Bruce Company, Memphis, Tenn. Enrollees receive monthly installments from Bruce covering manufacture, installation, qualities, advantages, and sales appeals of hardwood floors. Past installments are supplied late registrants. A bound copy of lessons is furnished at the end of the year-long course.

A LAMINATED PLASTIC material for interior decoration and functional application is the subject of a new brochure. Information is included on special veneers, colors, inlaid designs, and all Parkwood patterns. Photographs show the materials in use in homes and commercial buildings. The Parkwood Corporation, Wakefield, Mass.

GLASS PRODUCTS and accessories of the Pittsburgh Plate Glass Company are featured in a new 88-page complete buying guide. Illustrations, specifications, and recommended uses of all Pittsburgh glass products are included. The Pittsburgh Plate Glass Company, 632 Duquesne Way, Pittsburgh 22, Pa.

THE EXPANDABLE HOME program of **Parents' Magazine** is explained fully in a booklet entitled "Here is Parents' Magazine's Ninth Expandable Home." Included are pictures of interiors and exteriors of actual homes built by such plans. Parents Institute, Inc., 52 Vanderbilt Ave., New York 17, N. Y.

ROLLING DOORS and grilles, made by Cornell, are pictured and described in a new 12-page catalog. Sketches of operation and installation details are included. The Cornell Iron Works, Inc., Long Island City 6, N. Y.

HYSTER LIFT TRUCKS. Catalog No. 1135 contains eight pages of model views, action photographs, and descriptive text about the improved Hyster model 20 lift truck. The 2,000-pound-capacity truck is said to have more than 70 basic improvements in design.

Cash in on Craftsman!

This new grade of lower-priced hardwood plywood broadens your market tremendously.

Look for this label on every Craftsman Grade Weldwood panel

Get started right now . . . making all the new sales that are waiting for you as a dealer in CRAFTSMAN GRADE Weldwood Plywood.

For here is *quality* hardwood plywood that invites comparison with any other hardwood plywood on the market. Only our superb Algoma grade—made at Algoma, Wisc.—surpasses it.

Yet Craftsman Grade Weldwood is priced as much as 30% below the cost of other brands in the same woods.

Imagine how that opens up your market! Old prospects who had reluctantly decided that a Weldwood-paneled room was too costly will now turn into immediate customers for Craftsman. This new, lower-priced grade brings Weldwood Plywood within the reach of many people who couldn't previously afford it.

And you can offer Craftsman Grade Weldwood in four popular woods . . . walnut, oak, birch and Korina. Panels run 4′ x 8′, 4′ x 7′, and 4′ x 6′. . . all ¼ inch, 3 ply.

Don't fail to take advantage of this tremendously broadened market. Ask your Weldwood salesman for complete information on prices and availability the next time he calls. Better yet . . . phone your nearest USP warehouse or distributing unit for details . . . place your first order today . . . *and cash in on Craftsman!*

WELDWOOD Plywood

Weldwood Plywood is manufactured and distributed by:

UNITED STATES PLYWOOD CORPORATION New York 18, N. Y. — **U.S.-MENGEL PLYWOODS, INC.** Louisville 1, Ky.

Distributing units in Albany, Baltimore, Boston, Brooklyn, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Fresno, Glendale, Hartford (East), High Point, Indianapolis, Knoxville, Los Angeles, Milwaukee, Newark, New Hyde Park (L. I., N. Y.), New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Richmond, Rochester, San Francisco, Seattle, Spokane, St. Paul, Washington, D. C. Also U. S.-Mengel Plywoods, Inc., distributing units in Atlanta, Birmingham, Dallas, Houston, Jacksonville, Kansas City, Kans., Louisville, Memphis, New Orleans, San Antonio, St. Louis, Tampa. *In Canada:* United States Plywood of Canada, Limited, Toronto. *Send inquiries to nearest point.*

Weldwood* Hardwood Plywood
Douglas Fir Weldwood
Mengel Flush Doors
Douglas Fir Doors
Overhead Garage Doors
Molded Plywood
Armorply* (metal-faced plywood)
Tekwood* (paper-faced plywood)
Weldwood Glue* and other adhesives
Weldtex* (striated plywood)
Micarta*
Flexwood*
Fitzite*
Weldwood Fire Doors
Weldwood Flush Veneer Doors

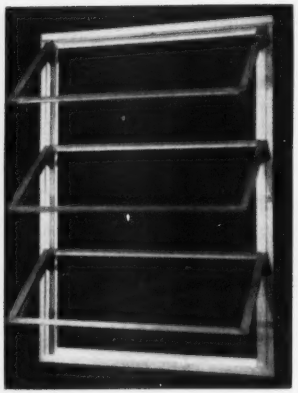
*Reg. U. S. Pat. Off.

Weldwood

Plastics and Wood Welded for Good

Interior grade Weldwood Plywood is guaranteed for the life of any building in which it is installed

PRODUCT PARADE



6—New Metal Windows

Aero-Vent window units are made with two, three, four, or five panes that open out from the bottom to permit ventilation during rainstorms. The panes lock in place so that they can be left partly open without danger from burglars.

Non-rusting 18-mesh aluminum screens and matching framework are furnished with each unit. Frames are made in 24-, 36-, and 48-inch widths. Vent sizes are 16 or 20 inches high.

Aero-Vent windows are guaranteed against defective workmanship by the manufacturer, the Aero-Vent Aluminum Window Corporation, 270 Park Avenue, New York 17, N. Y.

7—Lumber Salvage Bar

Salv-All is a new instrument that removes grooved flooring, siding, and sheathing without damaging the tongue and groove.

This salvage bar has no moving parts. After being placed under a board from the tongue side, it is pulled back to disengage the board. It weighs 6½ pounds, has a 25-inch handle.

Get full details on the Salv-All from Decatur Steel Products, Decatur, Indiana.

✔ ✔ ✔

8—Built-Up Roofing

Rey Kool 19-inch selvage built-up roofing enables builders to apply a built-up, fire- and heat-resistant roof in one step. It consists of a 17½-inch wide sheet of stipple-embossed aluminum, factory laminated to a 36-inch width of 15-pound asphalt-saturated roofing felt.

Courses are laid over the felt and one-half inch of the aluminum, leaving 17 inches of aluminum exposed. This double layer of felt is protected from air, moisture, and the sun's injurious rays by the aluminum, which reflects up to 95 per cent of the sun's radiant heat. Rey Kool roofing weighs 40 pounds per square. It comes in 40-pound rolls 72 feet long.

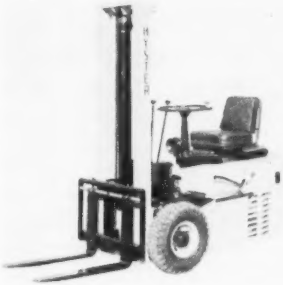
A descriptive folder and other information are available from the Building Products Division, Reynolds Metals Company, 2000 South 9th Street, Louisville, Ky.

✔ ✔ ✔

9—Better Lift Truck

The model 20 lift truck, smallest in the Hyster line of seven industrial trucks, has been improved in over 70 ways. This 2,000-pound-capacity truck now has easier steering, better braking power, lug-type pneumatic tires, and easier accessibility of all parts for servicing. It now operates with a cooler temperature.

Engine accessory improvements include a larger automotive-type bat-



For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

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B-256__ B-257__ B-258__ B-259__ B-260__
B-261__ B-262__ B-263__

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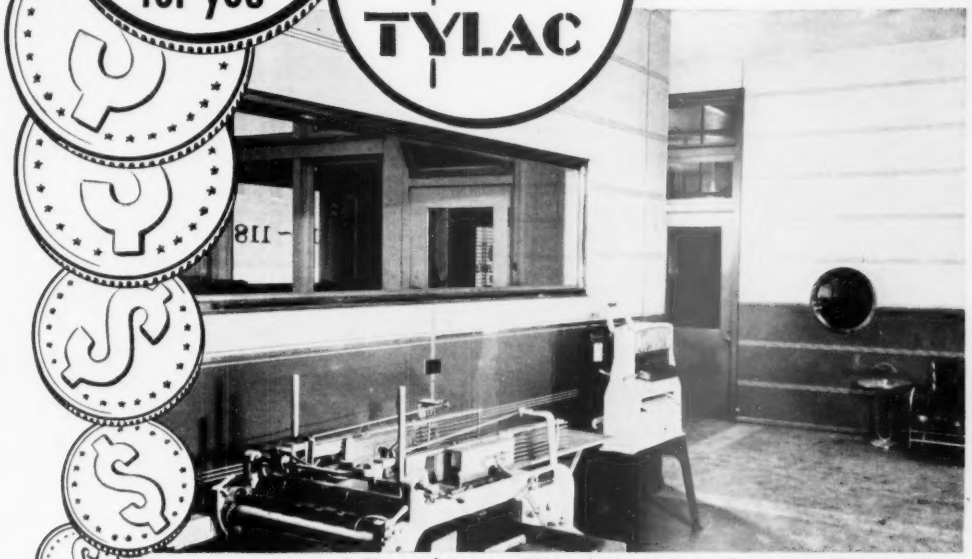
New Customers Everywhere

make **MORE PROFITS** for you

with Miracle Walls by TYLAC

With the New Hi-baked Plastic Enamel Surface



A Chicago Salesroom Modernized with TYLAC, two-tone Muralac design.

A SALES TIP FOR PROFIT-WISE DEALERS

TYLAC Dealers and Distributors everywhere are building ever increasing sales volumes — not only in homes but in the rapidly widening commercial and industrial fields where remodelling and modernization programs are in progress, or definitely planned for winter and spring. They're finding eager prospects in stores, showrooms, offices, hotels, theaters, hospitals, factories — in fact, wherever there's a business establishment they find a use for Miracle Walls by TYLAC.*

And rightly so, because TYLAC Hi-baked, Plastic Enamel Surface walls combine every feature of superior excellence. Their Beauty, their Economy, their Permanence, make them the preferred interior wall coverings wherever they are shown — and that adds up to Extra Profits for You!

Write us today for our liberal sales plan and many advertising and dealer helps.

*Miracle Walls by TYLAC is the registered trademark of the TYLAC Company in the United States.

TYLAC COMPANY MONTICELLO, ILLINOIS

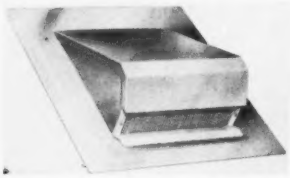
PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

tery, new muffler, larger gasoline tank that permits over eight-hour workshifts without refilling, larger clutch, and heavier transmission. Uprights now pivot forward to the floor to lift front wheels clear of ground for changing tires or servicing the power unit. All Hyster special-purpose attachments fit the model 20.

For complete details, contact the Hyster Company, 2902 N. E. Clackamas Street, Portland 8, Ore.

✔ ✔ ✔

10—Roof Ventilator



A slant roof ventilator of 16-ounce copper has been added to the Leslie louver line to go with copper gutter, downspout, and flashing installations. The new ventilator is flanged, baffled, and screened to provide weathertight, insect-proof installations. It is made in two sizes, with 30- and 60-square-inch air openings.

Further details are available from the Leslie Welding Company, 2943 Carroll Avenue, Chicago 12, Ill.

11—New Panel Styles

Colors in the Marlite line of plastic-finished wall and ceiling panels have been changed and improved in accordance with findings of a recent customer survey.

Changes in the Velvetex, or semi-gloss, finishes include a white instead of gray score line in the eggshell Horizontaline pattern; new light yellow Horizontaline pattern with white score; new white tile pattern with either white or red score, and white instead of gray score on the eggshell tile pattern.

Changes in the Deluxe, or high-gloss, finishes include discontinuing the plain color pattern in buff; white instead of gray score line in the cream-color Horizontaline pattern, and new white tile pattern with red or white score. Marlite panels are now made in 51 color and pattern combinations.

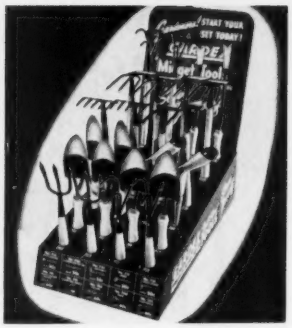
Marlite panels are made by Marsh Wall Products, Inc., Dover, Ohio.

✔ ✔ ✔

12—Garden Tools

The Gardex tool self-service merchandiser contains 24 tools of 10 types—Gardex "Midget" rakes, cultiweeders, dandelion cutters, culti-hoes, culti-spades, transplanting trowels, planting dibbles, trowels, forks, and cultivators.

The all-steel blue and yellow unit occupies only a 24x13-inch counter space. Tools are named, numbered, and priced.



Tools and display are made by Gardex, Inc., Michigan City, Ind.

✔ ✔ ✔

13—Insulating Boards

Flintkote's line of insulation boards includes two new finishes plus improvements in all other colors and finishes.

The new Leth-R-Grain pattern resembles fine split cowhide and has a washable, scuff-resistant finish. The 3x8- and 4x8-foot wall boards are made in Morocco red, antique brown, and jade green.

The new Gray-tex and Green-tex finishes on insulation board plank have a textured design appropriate for combining with other patterns for variety.

Complete details are available from the Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y.

✔ ✔ ✔

14—Dramex Display

A new counter display that invites the customer to try out the product at the point-of-purchase, has been designed for Dramex—a new interior finish.

The display holds sample jars of mixed Dramex and fiber panels with blemished surfaces to demonstrate the finish's ability to cover in one coat and hide minor surface defects. The 24x24x7-inch display also holds literature, a color chart, and a five-pound package of Dramex.

The display is free to a limited number of dealers who handle a qualifying stock of Dramex in eight

MONARCH CUTTER

FOR ASBESTOS SIDING AND SHINGLES

GUARANTEED 100% Non-Breakable

NOW, AT LAST

MALLEABLE IRON CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughess, higher resistance to corrosion and will stand up to heavy and repeated impact.

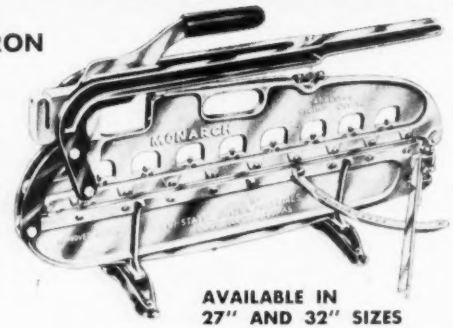
The Monarch has a front end nose punch, notcher, and precision cutting blades.

Angle guage is optional

27" Monarch . . . $39.50
32" Monarch . . . 45.00
(FOB Fort Worth, Texas)

WRITE FOR FREE DESCRIPTIVE FOLDER

TRI-STATES
Building Materials Company, Inc.
P. O. Box 1476
Fort Worth, Texas



AVAILABLE IN 27" AND 32" SIZES

MAIL THIS COUPON

TRI-STATES BUILDING MATERIALS CO. S
P. O. Box 1476, Fort Worth, Texas

Please send me, without obligation, information on Monarch Cutter in malleable iron.

Name _____
Company _____
Address _____

YOUR CUSTOMERS EXPECT YOU TO RECOMMEND THE BEST

3 REASONS WHY
IT PAYS YOU TO RECOMMEND

HEATFORM*

The *Superior* Heat Circulating Fireplace
• most efficient and durable of all •

*TRADE MARK REG.

1 delivers more heat

- more effective heating surface
- heating chambers around the throat and dome as well as the firebox
- air passages at each end of and through the throat connect upper and lower heating chambers
- air contacts all heating surfaces without use of fans
- larger cool air inlet and warm air outlet capacity

2 more years of service

- ribbed reinforced firebox controls warpage and adds greater strength
- unobstructed flow of air over all heating surfaces removes heat faster, thus preventing metal from reaching deteriorating temperatures
- round air passages across the throat reinforce its construction — prevents dome sagging — insures proper operation of damper
- no exposed metal parts beneath chimney to rust-out

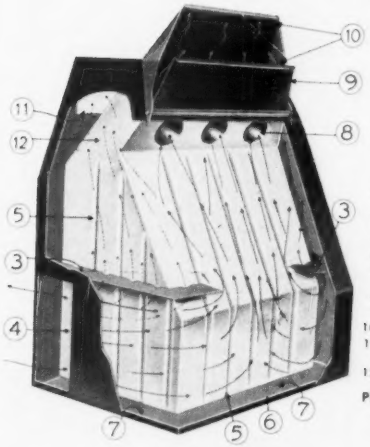
3 easier to install

HEATFORM is a perfect guide, hearth to flue, consisting of firebox, throat, dome and built-in damper around which masonry walls are easily built.

Heatform is nationally advertised . . .
in American Home, Better Homes & Gardens, Household, House Beautiful, Southern Agriculturist, Sunset, Small Homes Guide and others.

THERE IS NO SUBSTITUTE FOR HEATFORM*

— designed and manufactured by the pioneers of the heat circulating fireplace industry and used in homes and cabins all over America.

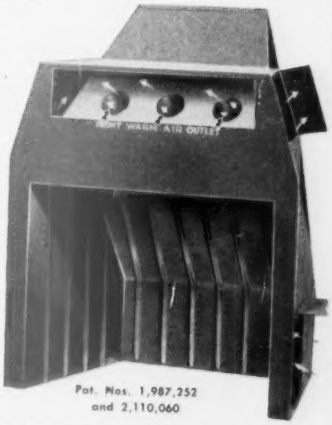


KEY TO PHOTO AT LEFT — SHOWING REAR AND SIDE VIEW

with part of outer metal cut away showing the inside lining of firebox and arrows showing contact of air to all heating surfaces.

3. Horizontal baffle plates which direct a large volume of air intake to the lower rear heating chamber and over the hottest of the metal
4. Large air inlets at floor level
5. Ribs individually die formed into the boiler plate add strength and neutralize expansion
6. Location of rear cool air inlet
7. Bottom view of air heating chambers
8. Superheating, connecting round air passages through the throat
9. Heat control damper has underslung poker friction control to regulate draft
10. Smoke dome
11. Side air passages from lower to upper heating chamber
12. Inner lining of the throat

PHOTO AT RIGHT — front view of HEATFORM



Pat. Nos. 1,987,252 and 2,110,060

DISTRIBUTORS & DEALERS write us
FOR COMPLETE INFORMATION

OUR ATLANTIC AND PACIFIC COAST PLANTS PROVIDE RAPID SERVICE TO ALL POINTS

SUPERIOR FIREPLACE COMPANY

1708-D EAST 15th ST., LOS ANGELES 21, CALIFORNIA • 601-V NORTH POINT ROAD, BALTIMORE 6, MD.

colors and white. They are furnished by the Reardon Company, St. Louis 6, Mo.

✔ ✔ ✔

15—Rock Wool Batts

Long Fiber Rock Wool batts, Johns-Manville's improved home insulation, have unusually long, fine fibers that permit greater resiliency. These long fiber batts fit into the same size package that held only eight old-type batts.

The long fibers of these batts interlock more securely to prevent drooping or twisting, and they increase insulating value. Their uniform distribution prevents thick or thin spots. Cut edges stay sharp and clean after batts are cut with knife or saw for irregular spaces. They are made in full-stud and two-inch thicknesses.

For further details, contact Johns-Manville, 22 East 40th Street, New York 16, N. Y.

PRODUCTS IN BRIEF

For full details on these new products, return coupon page 54.

B-245. Velvet Glo **wall paint** and China Glo **woodwork paint** are matched exactly to provide the same shade for both walls and woodwork. These quick-drying, washable paints, packaged under the trade-name of Palletone, are said to cover plaster, wallboard, brick, or cement with one coat.

B-246. A new **clothes hamper** fits under the bathroom lavatory to make use of waste space and to conceal plumbing pipes. Made of enameled steel, the hamper has adjustable sides and top to fit under any size basin.

B-247. "Midget" louvers are **circular vents** placed in many parts of a construction job to permit ventilation. Proper escape of moisture eliminates blistering paint, fungus, and similar problems. Built-in screens keep out insects, and deflectors keep out rain.

B-248. A new gas-fired forced-air **furnace,** Model 82B, is used with Coleman's Blend-Air heating system. It has a 76,000-BTU output per hour. Only five square feet of floor space is required for the unit.

B-249. After Mast-Arc **adhesive** (107-33D) is applied to difficult surfaces, such as "green" cement, floor and wall coverings can easily be made to adhere. The waterproof adhesive can be used on painted, waxed, or lacquered surfaces.

B-250. National Electric's improved **plug-in strip** has a third slot in each receptacle for grounding facilities. Either standard two-blade plugs or series 5200 three-blade grounding plugs fit the receptacle. Outlets are placed at six- or 18-inch intervals.

B-251. Malex 101 **wood sealer** permanently seals in sap, pitch, and moisture so that lacquer, shellac, or varnish can be applied without changing the natural color of the wood. Malex 202 **wall sealer** seals any porous surface so that one coat of paint or enamel suffices for an even finish. The sealer is not soluble in any paint or thinner.

B-252. Martin-Parry Metlwal panels are **movable steel partitions** for the remodeling or faster construction of buildings. The 24-inch-wide panels have an asbestos lining and corrugated steel backing. They are finished in wood-grain patterns or baked colored enamel finishes.

B-254. The new Bennett line of **garbage can enclosures** includes single and double unit models of bonderized steel with an enamel coating. Cans slide in and out on guide rails through front doors. Garbage is deposited through top by opening hinged doors. Outside, it protects cans from dogs and insects.

B-255. A new line of high-quality exterior and interior **varnishes** for floors, furniture, linoleum, and woodwork has been introduced under the name "Permite." It includes an interior-exterior spar varnish, interior clear gloss and semi-gloss varnishes, marine spar varnish, and spar oil.

B-256. "Bordsulate," the newest **insulated siding** addition to the Philip Carey line, has the appearance of wood-grained shingles. It needs no paint and is installed over old shingles, weatherboard, or stucco. The $43\frac{7}{8}$x$13\frac{3}{8}$-inch panels are made in four colors.

B-257. Asphalt-Seal is a new **sealer** for painting and weatherproofing asphalt side walls and roof shingles.

B-258. Leco-Latch is a **magnetic door latch** for cupboards. It consists of a small permanent magnet attached to the inside of the cabinet and a small steel plate screwed to the inside of the door. The latch permits firm closing of even a sagging door and easy opening without noise or jerk.

B-259. A new automatic **"C" clamp** is closed by pressing a button and tightened in the usual manner. It has extra reinforcement at back corners. It can be mounted to ma-

Requires an Attic Clearance of Only 13⅜ inches

The New Reed Vertical Air Discharge Attic Fan

Be ready for the demands of thousands of home owners whose houses have low attic head clearance—capitalize on the consumer demand for Reed Fans. Available in four sizes to meet every requirement, the Reed Vertical Air Discharge Unit has been designed to secure the utmost in simplicity, low cost of installation and years of trouble-free service.

Write for free completely illustrated catalog.

Reed UNIT-FANS, INC.

1001 ST. CHARLES AVE. NEW ORLEANS, LA.

especially when it's RUBEROID-ROOFED

The "Good American Home" Program, sponsored by the NRLDA and USSLL is a very fine thing for home-buyers, home-builders and dealers alike. As one of the manufacturers participating in and supporting this all-out co-operative effort, The RUBEROID Co. is confident that such a comprehensive and forceful home-ownership plan cannot fail to exert a tremendous influence in bringing thousands of enthusiastic prospects to the building industry in 1950.

The five basic modern homes designed for the "Good American Home" Program by the noted architect, Randolph Evans, are of a nature which gives considerable prominence to the roof lines. The specifications for these excellent small homes call for Ruberoid shingles in either the TITE-ON or TIMBERGRAIN or THICKBUTT designs. And in many cases side-wall specifications will include Ruberoid Asbestos-Cement Siding in one of the dozen available varieties of types and colors. Thus, the styling and budgetary requirements of the thousands of homes which will be built under this program will be well served in the flexibility of roof and side-wall design and cost which Ruberoid dealers are able to feature.

This is *your* program—and every dealer who features RUBEROID products will benefit from the combined publicity efforts of not only a large segment of the building industry, but of the home furnishings, appliance and food industries as well. If you decide to tie in directly with this effort, by sponsoring a "Good American Home" in your area, so much the better—and Ruberoid will help you in every way possible.

But . . . in any case . . . don't forget that when you sell Ruberoid Roofs you are supplying what it takes to top off a "Good American Home." And you'll be assuring your customers of more years for their roofing dollar with Ruberoid.

RUBEROID

asphalt & asbestos building materials

The RUBEROID Co., Executive Offices: 500 Fifth Ave., New York 18, N. Y.

chine tools, and its moving jaw is V-grooved in both directions.

B-260. Kem-Ban is a multi-purpose **protective coating** that provides resistance to rust, acids, alkalies, chemical fumes, moisture, salts, alcohols, and fire. It can be applied by spray, dip, or brush methods to any area needing such protection.

B-261. A new three-dimensional, five-color counter display is now available for Le-Hi **hose couplings.** On it the couplings stand out in bold relief to attract attention.

B-262. Super-Eze **screen enamel** is sold in a new Aerosol push-button spray dispenser. When the button is pressed, the quick-drying enamel is sprayed evenly onto the screens.

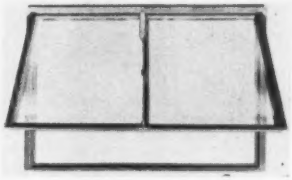
B-263. Kaiser **aluminum clapboard** siding is now pre-painted with Dulux, a DuPont paint applied by spraying and baking. It is available in white, cream, and gray.

16—Basement Window

The new "packaged" Fenestra metal basement window includes a full-glazed window, screen, storm sash insert, and installation clips.

It is said that the screen or storm sash can be attached in 60 seconds. The window's open-in vent opens easily from the top. The unit is also made unglazed and unpackaged.

Prices and further details are available from the Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich.



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17—Improved Nail Bags

The Hosking Paper Company's improved King nail bag is 20 per cent wider and made of paper 33 per cent stronger to meet specifications recommended by customers. The bags are sized to hold 3, 5, 10, 16, 20, and 25 pounds of nails.

The Hosking firm also makes building paper, for sale to dealers only. The Hosking sisal twine is said to be free from odor and will not stain. Free samples are sent upon request by the Hosking Paper Company, Wilmette, Ill.

✔ ✔ ✔

18—Window Stand

The Windowstep is a stand that hooks over the window sill to provide a place to stand while painting, applying putty, washing windows, or doing other jobs around a window. It is made of steel with a wood platform that will support 1,000 pounds, according to the makers.

The Windowstep is portable and weighs only 11 pounds. It adjusts to fit any window sill from the inside. For further details, contact the Morrison Crafters, Inc., 701 Miami Street, Toledo 5, Ohio.

✔ ✔ ✔

19—New Heater Line

The 1950 line of Temco Circu-Ray heaters features new cabinet styling. The vented models include 45,000- and 60,000-BTU radiant heaters, and five circulators ranging in size from 12,000 to 60,000 BTU's.

The unvented models include two radiants, with 20,000- and 28,000-BTU capacity, and four circulators producing 15,000, 20,000, 30,000, and 40,000 BTU. Pyrex glass shields the front opening of the radiant models. All units have a "lifetime" porcelain finish and a new side injection cast-iron burner.

Complete information about the Circu-Ray line is available from the Tennessee Enamel Manufacturing Company, Nashville 9, Tenn.

✔ ✔ ✔

20—New Style Ranges

The Rancho, a new Westinghouse electric range retailing for about $159.95, has the shape of a knee-hole desk. The "tuck-away" space provides a place for a stool or other kitchen items. It has four surface units, automatic heat control, and other accessories. Two other 1950 model ranges feature improvements over corresponding 1949 models.

The new 9.6-cubic-foot Westinghouse ADA-96 refrigerator has an automatic defrost system. It is said to be so automatic the user is unaware of the defrosting and no use of the refrigerator is lost.

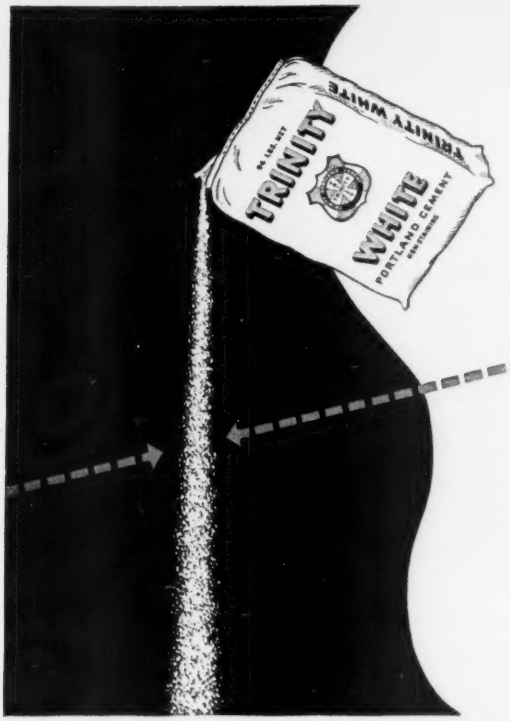
In the new Westinghouse dishwasher-sink unit, the dishwasher pulls out like a drawer for loading

THERMADOR
Bilt-in ELECTRIC RANGE

For building or remodeling, sell a new kind of kitchen . . . roomier, more efficient, more beautiful. The Bilt-in Range features separate stainless steel ovens and cooking tops . . . can be installed at any height and location. Featured in House Beautiful, McCall's and House & Garden.

Write for complete information.

H. C. BIGLIN Co., Inc.
SOUTHEASTERN SALES OFFICE
177 HARRIS STREET, N.W. • ATLANTA, GA.



you can see

that

Trinity White

is the whitest

white cement!

Your trade will get fine results with this extra white cement. It's true Portland Cement made to ASTM and Federal Specifications. If you do not have it in stock, write the office nearest you: Trinity Portland Cement Division, General Portland Cement Co., 111 West Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.

as white as snow

with dishes. In 37 minutes it washes and dries a service for eight or cooking utensils and service for four.

For complete information, write the Westinghouse Electric Corporation, 306 Fourth Avenue, Pittsburgh 30, Pa.

✔ ✔ ✔

21—*Plytex Display*

A new display for Plytex wall paneling is designed for hanging on any 24x36-inch wall area. It holds four samples of Plytex finished in clear lacquer, single color, two colors, and a stain. A small box in one corner holds Plytex literature.

For further details, contact the Plytex Corporation, 1440 Willow Street, Chicago 22, Ill.

✔ ✔ ✔

22—*Portable Saw*

The Dyna-Flash portable 11-pound electric saw is balanced for one-hand operation by home-craftsmen, carpenters, and other mechanics. It has ball and roller bearings throughout and a one-horsepower motor.

Other features are a depth gauge for making cuts from a scratch to two inches deep; rip guide for accurate control of long cuts; mitering adjustment from zero to 45 degrees with 1⅜-inch bevel cut; telescoping guard that automatically closes when blade is taken from work, and helical gears. The six-inch blade is on the right.

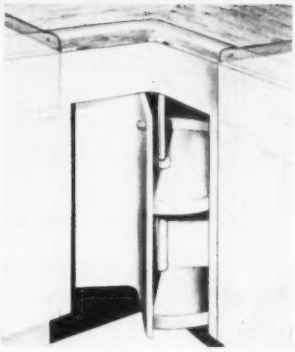
Complete information will be sent from the Milwaukee Electric Tool Corporation, Milwaukee 8, Wis.

✔ ✔ ✔

23—*Turning Shelves*

Twirl-O-Matic corner cabinets, made in both wall and base models, are designed to use corner space frequently wasted. They are finished in white baked-on enamel. Each model has two shelves and "Tap-O-Matic" handles.

The wall cabinet makes a 90-de-



gree turn. It is 13 inches deep, 27 inches long, and 30 inches high. A single door permits right- or left-hand installation. The base cabinet is 36 inches wide, 36 inches deep, and 34½ inches high.

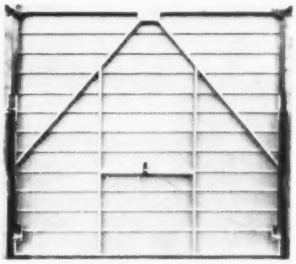
Twirl-O-Matic cabinets are made by Lyon Metal Products, Inc., Aurora, Ill.

✔ ✔ ✔

24—*Thrifty Steel Door*

A new steel garage door, said to sell for less than any wood overhead door, is electronically plated with zinc to prevent rust. A prime coat of paint is applied at the factory.

Rivets placed at all stress points give extra strength to the one-piece door. Balanced, oversize springs and heavy ball-bearing rollers assure easy operation. It can be installed quickly with common tools.



The Aluminum Products Corporation, 371 S. Paddock Street, Pontiac, Mich., can supply further details and prices.

✔ ✔ ✔

25—*Asphalt Siding*

Carey Salem Thatch wide-spaced siding is a new low-priced asphalt siding with a wood grain appearance.

According to the manufacturer, it requires no maintenance and is resistant to fire, rodents, and termites. Made in silver gray, light buff, and harvest blend shades, the siding is suitable for either new construction or remodeling old buildings.

The siding is made by the Philip Carey Manufacturing Company, Cincinnati 15, Ohio.

Lumber Dealers Prove They're Good Neighbors

Five lumber dealers joined other citizens of Elk City, Okla., in aiding a family of seven who lost all material possessions when their frame house burned recently.

The Co-Op, Western, Elk City, Independent, and Long-Bell Lumber Companies together contributed about $450 toward rebuilding the family's home.

Feltner Heads Clay Products Research Unit

Professor Charles E. Feltner, of the North Carolina State College, has been appointed director of the new Clay Products Research Institute, fostered by the Southern Brick and Tile Manufacturers Association. As research director, Feltner will maintain headquarters in Raleigh, N. C.

Born in 1906, Feltner is a graduate of the Virginia Polytechnic Institute. He earned a master's degree in civil engineering at the University of North Carolina. Except for World War II service as a field artillery captain, Feltner has been connected with N. C. State College since 1935.

DISPLAYS SELL

(*From page* 22)

architects had contrived to make all building materials appear as they would in the home. By departmentizing the spacious store with point-of-sale displays, Stephens said they had gained substantial store traffic.

Behind the store, which is air-conditioned and bright from fluorescent lighting, there is a spacious parking lot. From a yard office in the area, the foreman keeps up with callers and with delivery of lumber and other bulky materials from the warehouses and clay products from the yard.

Ross gives the prices for roofing and siding materials "installed" and straight. The company has a crew to apply such materials, but always seeks to cooperate with local contractors, who provide a big portion of the material orders.

A Ross draftsman will sketch a kitchen for a customer. Home-building prospects are referred to architects for complete house plans.

ASSOCIATION ACTIVITIES

KENTUCKIANS WARNED ON CO-OP

PRESIDENT Truman's request for housing aid for middle-income families was sharply criticized by H. R. Northup, executive vice-president of the National Retail Lumber Dealers Association, in a speech before the 500 delegates at the 45th annual convention of the Kentucky Retail Lumber Dealers Association at the Brown Hotel, Louisville, January 16-18.

"We pointed out many times last year," Northup said, "that the passage of the public housing law for low-income families would only act as a wedge for further class housing legislation until the entire field of private construction was choked out of existence by government monopoly.

"It is logical in any socialization of a country to take over the utilities and almost concurrently to take over housing, followed by compulsory public health laws, educational regulations, and other controls restricting individual freedom."

Northup pointed out that the federal government is juggling a debt five times greater than its annual income and is spending approximately one sixth more than it takes in.

"Any time anybody starts talking about the high cost of living, let's quit kidding ourselves," he said. "Let's be realistic. National expenditure of 46 billion dollars in 1950 means that living costs are going to continue going right up and the money you pay the men in your yards is going to buy them less and less of the things their families need."

Northup counseled the lumber dealers to follow closely the legislative program of Congress.

"The contemplated tax changes may offer an opportunity to eliminate the tax inequalities between cooperatives and private industry," he said. "The growing threat of the tax-less cooperative is important because it dries up tax sources and threatens to choke tax-paying private industry through price advantages."

Joseph F. Leopold, Dallas investment counselor, also attacked the cooperatives and urged the lumber dealers to fight strongly against "gross tax inequality."

"You've been sitting around wearing your pants out when you ought to rub heads against some of these problems," he said. "Universities and churches have joined the cooperatives as privileged groups in private business.

"They're your competitors and they don't pay taxes. You'd better get organized and write your congressmen. The country is getting away from you and me because we've been so peacefully asleep—so blindly engaged in running our own little enterprises."

Suggestions on teaching building material salesmen how to sell were given the dealers by David R. Osborne, of South Bend, Ind.,

5 ROOMS or 500

THEY'RE BOTH Marlite PROSPECTS

The practical beauty of Marlite plastic-finished wall and ceiling panels appeals to every prospect in every market. Sparkling Marlite meets the housewife's need for colorful, easy-to-clean interiors . . . decorative appeal and ease of maintenance make Marlite the logical choice for hotels.

And the cost of the materials required for a complete Marlite installation has increased less than 15% since 1940, meaning economy for your customers and low-cost inventory for you.

In the profitable Marlite markets, in every type of buildings, prospects **know** Marlite . . . they know that Marlite's sealed surface resists dirt, grime and moisture . . . that Marlite's lustrous beauty is sealed IN.

What's more, Marsh helps you make those profitable "added item" sales of Marsh Mouldings, Marsh Adhesives, Marsh Bathroom Accessories and Marlite Polish. Better get set today with the complete Marsh line, including the powerful sales promotion aids available to all Marsh dealers. Write now for complete information.

HERE ARE YOUR Marlite MARKETS

Homes • Service Stations Theatres • Hotels • Institutions • Schools • Public Buildings • Retail Stores Churches • Railroad & Bus Stations • Hospitals Industrial Plants • Airport Buildings • Any Room —In Any Building—Where Practical, Colorful Interiors Are Needed

and . . . HERE ARE Marlite BENEFITS

Easy to Install • For New Construction or Modernization • Wide Range of Colors and Patterns • Easy to Clean • Permanently Beautiful

Marlite PLASTIC-FINISHED WALL PANELS

for Creating Beautiful Interiors

MARSH WALL PRODUCTS, INC.
297, MAIN STREET, DOVER, OHIO

former sales training director of the Studebaker Corporation and now a sales personnel consultant.

Osborne said that a "creative salesman" must create in the minds of potential buyers a need for the salesman's product. He must create the idea that something new is needed, or that something needs replacing.

Osborne pointed out that a good salesman, as well as a good boss, has knowledge, skill and attitudes which help him sell. And he recommended that companies establish schools or training courses to make a short cut in the development of these characteristics—to make the salesman worth more to the company in a shorter time.

H. C. Berckes, New Orleans, secretary-manager of the Southern Pine Association, told the lumber dealers that Southern pine industry "is not folding up." On the contrary, he said, "there is going to be a dependable source of supply" from the Southern pine industry.

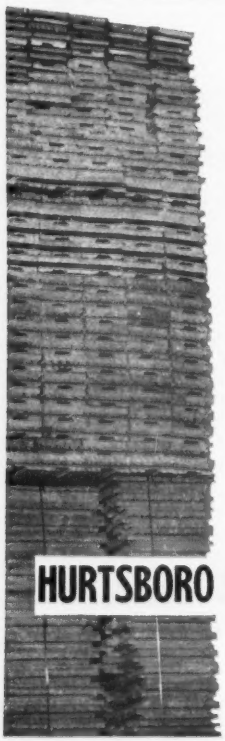
New mills, highly mechanized and capable of putting out better products at lower cost, characterize the "new, integrated operation" of the Southern lumber industry, Berckes said. He explained that the new-type mills are smaller but more efficient than the old ones, that they are working with the pulp and paper industry, and that they are buying from tree farms and using a greater proportion of the logs than heretofore. All of this, he said, is working to stabilize the industry.

New officers of the Kentucky Retail Lumber Dealers Association are seen above. Elected at the convention in Louisville, January 16-18, they include, left to right: Vice-President Sam Levy, President Ben P. Eubank, and Secretary Don A. Campbell. Eubank is owner of the Ben P. Eubank Lumber Company in Lexington. Sam Levy is co-ower of Jacob Levy and Brothers in Louisville. Campbell owns the Boner-Campbell Company in Lebanon, where he also is mayor of the city.

Dr. Charles W. Williams, vice-president and chief economist of the Federal Reserve Bank of Richmond, Va., asserted that a new period of rising prices may be ahead because the federal government is spending more than it takes in.

The federal 1949-50 fiscal year deficit, already $3,700,000,000, plus the highest consumer debt in the nation's history, are powerful forces tending to bring another inflation, he said.

New directors are: Graham Motley, Bowling Green; C. L. Sharborough, Murray; Charles McGinnis, Lawrenceburg; W. C. White, Cadiz; C. S. Gibson, Pineville; Blaine Fulton, Erlanger, and Sam McConnell, Paris.



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IMMEDIATE DELIVERY

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

Committees Appointed For Texas Association

An intensive membership drive and plans for the 1950 convention are the major current activities of the Lumbermen's Association of Texas.

President W. B. Henderson has appointed the following committees:

Membership: W. B. Milstead, John Armstrong, Paul McHargue, Warren F. Keys, W. B. Oldham, A. B. Cover, Horace Cox.

Resolutions: John Armstrong, J. Lee Johnson, Jr., Paul Brown, A. E. McCain.

Nominations: H. L. Stokely,

Clyde Penry, W. H. Curry, W. H. Miller, W. F. Ford, J. W. Skinner, Joe Stein.

Auditing: C. R. Delhomme, W. H. Chapman, Cecil Burks.

Convention City: Forrest Dinn, F. W. Sternberg, P. J. Goodnight.

By-Laws: Samson Wiener, A. B. Sammons, Bruce Campbell.

The association plans to place greater emphasis on state and federal legislation that is favorable to the interests of retail dealers.

Virginia Convention To Play Up Exhibits

Registration for the 1950 convention of the Virginia Building Material Association is scheduled to start about 5 p.m., February 15, in the Palm Room of the Roanoke Hotel in Roanoke. The board of directors meets at 7 p. m. the same day.

At the request of dealers, more time has been allocated this year for inspection of exhibits.

February 16 features a luncheon, convention session, dinner, and Hoo-Hoo concatenation.

An "early bird" breakfast, open forum, luncheon, convention session, reception, and banquet and dance are scheduled for the 17th.

Central Missourians Elect New Officers

The Central Missouri Association of Retail Lumber Dealers elected new officers at a recent meeting. Paul Sailor, of the La-Crosse Lumber Company, Slater, Mo., was chosen president.

Other officers include Wesley Vaughan, Clinton, vice-president; John C. Scruggs, Jefferson City, secretary, and R. M. Johns, Sedalia, treasurer.

Directors are James Weathers, Fayette; E. B. Dritt, Leeton; Lester Birdsong, Harrisonville, and Frank Hull, Warrensburg.

Kirby Heads Lumbermen

Smith Kirby has been chosen to serve as president of the San Antonio (Tex.) Lumber Dealers Association this year. Kirby is superintendent of sales at the Nogalitos Lumber Company.

Mike Cassidy, Cassidy Building Material Company, was elected vice-president. Roy Campbell, Jr., Campbell Lumber Company, is secretary-treasurer.

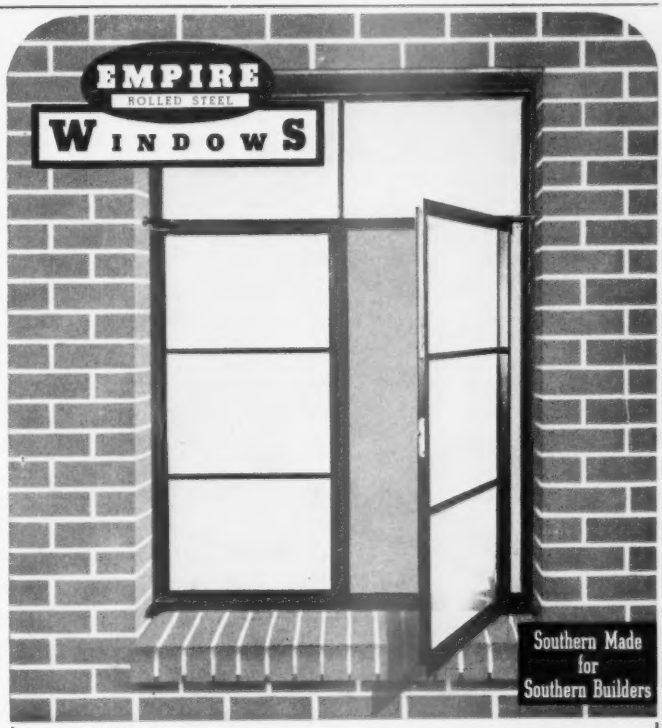
S.W.L.A. CONVENTION RESOLUTIONS
Deery Unfair Taxes and Public Housing

PICKING UP the chant of mounting protest by business against national administration policies, the Southwestern Lumbermen's Association adopted a series of caustic resolutions in its 62nd annual convention in Kansas City, Mo., January 25-27. The dealers had heard nearly every scheduled speaker criticize the government directly or by implication.

One resolution recommended elimination of at least one million federal employees, designation of the source of revenue in every bill appropriating public funds, a balanced budget, reduction of the national debt, and reduction of income taxes.

Other resolutions urged or favored:

1. Taxes levied impartially



A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

Write for literature.

Residence Casements • Architectural and Commercial Awning Windows • Commercial Projected Windows • Pivoted Windows • Security Windows

DECATUR IRON & STEEL CO.

Decatur DISCO Alabama

Serving Southern Builders for Over 60 Years

against all industries including cooperatives.

2. Repeal of public housing acts and deceleration on such legislation.

3. The end of encouragement for organized labor to seek additional wage increases, and any other act that might stimulate inflation.

By adopting the resolutions unanimously the convention spoke for members in four states—Kansas, Missouri, Arkansas, and Oklahoma. The association's membership had increased from 1,469 last year to 1,536, according to the annual address of President Kermit Ingham, of Stillwater, Okla.

In attendance this was another highly-successful Southwestern convention, with 3,200 registrations, according to the report of the secretary-manager, Allan T. Flint. Kansas City's Municipal Auditorium housed all convention sessions and a merchandising show that attracted 150 exhibitors.

President Ingham pointed out that freight traffic auditing in the Southwestern association fully occupies three full-time members of the staff. Last year, 65,000 freight bills were submitted for audit, 1,400 claims were filed, and $13,000 was recovered for members.

Charles H. Kemper, of Troy, Mo., is congratulated on his elevation to the presidency of the Southwestern Lumbermen's Association at the convention in Kansas City last month by Kermit Ingham, of Stillwater, Okla., retiring president. In background, left to right, are these other new SWLA officers: C. D. Burkholder, McPherson, Kan., first vice-president; Henry H. Jones, Little Rock, Ark., second veep; Allan T. Flint, secretary-manager. Fred Stevenson, of Chickasha, Okla., the new third vice-president, was unavailable for the picture.

In the first business session, Clyde A. Fulton, vice-president of the National Retail Lumber Dealers Association, of Charlotte, Mich., declared that almost every piece of legislation now before the national congress will, if adopted, take money out of the pockets of both dealers and their customers. He added that the public housing law is a wedge for the entrance of further class housing legislation.

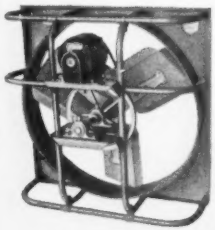
"It is logical in any socialization of a country," he continued, "to take over the utilities, and almost concurrently, housing, followed by compulsory public health laws, educational regulations and other controls restricting individual freedom."

This public housing law and its sponsors took a verbal pummeling from Roy Wenzlick, noted real-estate and construction forecaster from St. Louis. Wenzlick drew the convention's most thunderous applause when he declared there is no such thing as low-cost government houses.

"They are all high-cost government houses," he added, "and whenever I see that phrase 'low-cost government houses,' it makes me so mad I sit down and write a letter to the author, or the editorial writer, who used the phrase. And I advise you to do the same thing."

Using his carefully prepared charts, Wenzlick predicted that at least the first half of 1950 will be good for business in the construc-

It takes Skilled Hands to Build a Fan
Cottongim's Shovelaire
SUPREME QUALITY FANS
48" ATTIC-BASEMENT EXHAUST
Westinghouse or G.E. Motors. Available in ½ or ¾ HP, 8 speeds. Free Air Delivery: ½ HP: 12934—18526 CFM List $175.80
¾ HP: 13506—19350 CFM List $204.85

(ABOVE) 30W28 TWO SPEED WINDOW FAN
Dimensions: 30" x 30" x 5¼".

5 YEAR FACTORY-TO-USER GUARANTEE at NO EXTRA CHARGE
WRITE FOR JOBBER OR DEALER PRICES
C & H Air Conditioning Fan Co., Inc.
1591-1623 DeKalb Ave., N. E.
Atlanta 5, Georgia

tion field. "I advise you to go after alteration and repair jobs and jobs other than new construction, however, because that type of work is more constant," he said.

"Lumber prices should continue at their present level for the next few months and I do not look for a drop until autumn. So I would keep a moderate inventory and not overstock at present prices."

Edward G. Gavin, editor of *American Builder*, contended that the greatest handicap imposed upon the construction industry is high taxes. Public purchasing power is high, materials are ample, labor is plentiful, but taxes are keeping building costs up, he said, adding:

"The acute housing shortage seems to be over and need has given way to demand. Size of the demand will depend upon quality and price of houses offered by builders, weather, and effects of the public housing act."

With the subject, "Promotions That Pay for the Lumber Dealer," Chester C. Kelsey stripped public relations of its mysteries. The managing director of the Asbestos Cement Producers Association, New York City, Kelsey placed one large and one small pair of shoes on a table beside him. Then he invited dealers to take a look at their own business after stepping into "the other fellow's shoes" and the shoes of the other fellow's wife.

"Public relations," said the speaker, "simply mean good relations. A more adequate definition of public relations is, 'Do people in my town like to do business with me?' Get into the other fellow's shoes and then ask yourself that question. And don't overlook the other fellow's wife. Use the most attractive color combinations available to attract her and be sure you have that exact shade of blue when she wants to buy it."

He also urged dealers to select a distinctive color for identification of their business and to use the same color on letterheads and wherever possible.

Another speaker, W. H. Bryan, president of the Witte Hardware Company in St. Louis, declared that "the time has come when we must begin to sell as we have never sold before. Basically, we move forward on the legs of salesmanship. In this year of 1950 you must know yourself, your product and your customer."

Harrison Wood, radio commentator and news correspondent, analyzed the international political and economic situation with reference to the United States. He predicted that the U. S. will win its cold war with Stalin—"the most evil individual in history"—but at a cost of huge sums necessary to economically fence in the "Kremlin's evil old man."

Other addresses were on "Group Insurance Welfare Trends," by Charles H. Currier, Jr., of Boston, Mass., and "Everybody's Business," by Col. L. B. Wikoff, of Lexington, Mo.

One entire morning was devoted to four simultaneous discussion groups, but each group discussion was repeated three times so that dealers could attend three of the discussions if they desired.

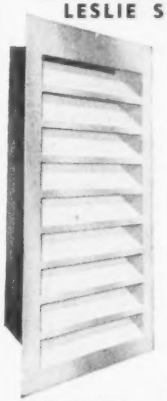
Group topics and their leaders were: "Materials and Handling," R. L. Sweet, Kansas City; "Good Low-Cost Homes," Fred L. Wilbur, Maryville, Mo.; "Stocks and Inventory," Burton Hamilton, Enid, Okla.; "Step-Up Sales Plan," George Brosch, Birmingham, Mich.

LESLIE LOUVERS

LARGEST Air Capacity . . . LOWEST Overall Height!

LOW PROFILE only 4½" high BETTER APPEARANCE Assures CUSTOMER ACCEPTANCE

EXHAUST HOT AIR FASTER . . . LICK CONDENSATION with LESLIE SLANT ROOF LOUVERS



Your customers need BIG louvers to move hot air out of attics—louvers designed to speed natural air movement without employing costly fans, blowers, etc.

LESLIE Slant Roof Louvers are the largest capacity louvers designed to fit any roof—one size handles all hip roof ventilation requirements. Easily installed—patented features include overflashing below screened opening and DEEP baffle inside to stop wind-driven rain. Has 3" flange all around. Made in ALUMINUM, GALVANIZED STEEL and 16 oz. COPPER.

FLUSH FLANGE WALL LOUVERS . . . in BIG Sizes up to 24" x 30" . . . ALUMINUM or GALVANIZED STEEL

For frame, brick or veneer walls . . . easily installed . . . front edges of louver vanes flush with frame . . . rear edges turned up for extra protection against driven rain.

SELF FRAMING BOX FRAME LOUVERS

For new construction or on re-siding jobs . . . integral center flange provides a sealing and attaching surface to sheathing underneath siding. Frame channels provide rigidity and eliminate dirt-catching corners where louver vanes and sides meet. A drip edge at the bottom and a sloping top are other exclusive features. 5 sizes from 8" x 8" to 12" x 18". Made in galvanized steel only.

IMMEDIATE DELIVERY on all sizes and models.

Write for new illustrated catalog, describing the complete LESLIE LOUVERS line

WHOLESALE DISTRIBUTORS

Write now for full information on handling the LESLIE LOUVERS line.

LESLIE WELDING COMPANY

2935 W. Carroll Ave. CHICAGO 12, U. S. A.

Bigger SALES & PROFITS for You with Adaptable Low Cost VENTO STEEL WINDOWS

Meet competitive prices — fill orders quickly with these Vento quality products. A line on which you can increase sales and profits.

1 Basement Windows that open at top or bottom, partially or fully — double weathering contact — provisions for storm sash and screen.

2 Utility Windows for use in farm or small industrial buildings, garages, etc.

3 Barn Windows that control ventilation — prevent drafts.

4 Steel Casement Windows with corners mitered, electrically welded and ground smooth — of heavier construction than most steel windows of comparable price. Provisions for storm sash and screen. Has gracefully designed roto hardware and standard cam action locking handle.

5 Matching Picture Windows and Specially Fabricated Lintels to complete your line.

SEND COUPON for full information on how to cash in on many design variations offered by VENTO Steel Windows!

VENTO STEEL PRODUCTS CO., INC.
253 Colorado Avenue, Buffalo 15, N. Y.
Send me the dealer set-up and open territories for Vento Steel Products.
Name.....
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We Cover the Following Territory.....
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VENTO STEEL PRODUCTS CO., INC.
253 COLORADO AVE., BUFFALO 15, N. Y.

FLORIDIANS TO CONVENE IN PALM BEACH

The 1950 convention of the Florida Lumber and Millwork Association will open at the Palm Beach Biltmore Hotel in Palm Beach April 12 with registration and the annual golf tournament. A Hoo-Hoo concatenation will highlight the evening.

Business sessions will get underway April 13. Clayton Rand, Gulfport, Miss., editor, will speak at the luncheon. The evening will be devoted to a banquet, dance, and other entertainment.

Other prominent speakers will include "Cy" Sweet, NRLDA president; Phil Creden, advertising and merchandising manager, Edward Hines Lumber Company, Chicago; Chester C. Kelsey, manager of the Asbestos-Cement Products Association, and Dr. Frank Goodwin of the University of Florida business school.

TEXAS LEADERS "SEE THINGS" IN REAL WEST

W. B. Henderson, president of the Lumbermen's Association of Texas, and his wife were all smiles as the Texas delegation to the NRLDA convention in Frisco headed by boat to colorful Catalina Island. At left, Amarillo's John Armstrong, vice-president, and Mrs. Winfield Oldham, of Dallas, pose for Mrs. Isla Herring, Laredo lumber dealer and photographer. Her caption for shot below: "Gene Ebersole meets a deer that is big enough to look him in the eye."

DEALERS in the NEWS

MISSOURI

ST. JOSEPH: A gust of wind recently did considerable damage to the Robidoux Lumber Company. The aluminum roof was lifted about 20 feet into the air. A concrete block wall was blown down. Near-by wires and a railroad signal light were broken.

LA PLATA: Carl Drake, formerly manager of the Browning Lumber Company in Browning, is now associated with the LaPlata Lumber Company. Mrs. Drake took charge of the Browning firm until a new manager was found.

BUTLER: The Blaker Lumber and Grain Company, of Kansas City, has purchased the Jones-Hunt yard here. The firm is now called the Butler Lumber Company.

RICHMOND: The Harrison Lumber and Farmers Supply Company has a new warehouse.

TOPEKA: Edward W. Hall recently moved here to join the Whelan Lumber Company. Hall formerly was manager of the Hastings Lumber and Wrecking Company in St. Joseph.

ST. LOUIS: The Steel and Hibbard Lumber Company is now engaged in a $50,000 expansion program. The increased space will permit the firm to stock a complete line of plywoods. Personnel will also be increased.

NORTH CAROLINA

HENDERSON: A charter of incorporation has been granted to Alex S. Watkins, Inc., to deal in building supplies and lumber.

CHARLOTTE: W. H. Belk, Jr., of the Belk Brothers Company, was elected a director of the Pennsylvania Lumbermen's Mutual Fire Insurance Company at the semi-annual meeting held in Philadelphia.

GREENSBORO: The Pegram and West Building Supplies Company has completed its new millwork building, which has over 6,500 square feet of floor space.

KANSAS

CUERO: D. H. Thompson, Jr., has resigned as manager of the Alamo Lumber Company after 20 years' service. He has joined the Thrift Lumber Company in San Antonio.

CIMARRON: W. A. Wilson and Raleigh Erdman bought the Lindas Lumber Company yard here and changed its name to the Wilson-Erdman Lumber Company. Wilson has managed the yard for 20 years.

WICHITA: The Marshall Lumber Company and the Marshall Insulation Company have moved from 1945 North Broadway to new quarters at 18th and Topeka Streets. The new buildings are larger and more modern.

OKLAHOMA

WYNNEWOOD: Bill Daniels, of the Hudson-Houston Lumber Company, was recently presented with an electric razor by yard employees of the Wynnewood, Elmore City, Lindsay, and Pauls Valley branches.

KANSAS CITY: G. M. Callaway has been promoted to manager of sales and division manager for the Long-Bell Lumber Company here. He has had 12 years' experience as division manager at the Tulsa yard.

ENID: Tom Hope is now advertising and merchandising manager for the Long-Bell Lumber Company.

NORMAN: Fred F. Sponsler has succeeded D. E. Maxwell as manager of the Long-Bell store here.

FREDERICK: W. F. Heerwald is now assistant to Jack Craig, manager of William Cameron and Company here. Heerwald was manager of the Cameron yard in Manitou until it discontinued operations.

OKLAHOMA CITY: The Roger Givens Building Supply Company has been incorporated with capital stock listed at $250,000. Incorpora-

You'll Find Old American Roofs on the Finest Farms in America

FAMOUS CALUMET FARM, Lexington, Ky. has used carloads of Old American lock type shingles. As long as 25 years ago, Old American pioneered the T-locking principle in asphalt shingles

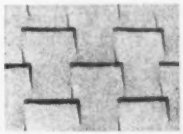
NOW -- Only LOKTITE Asphalt Shingles have all 3:

* Safety

Loktite's double lock develops the T-locking principle to its maximum effectiveness. This exclusive new double locking design makes roofs double safe against any weather.

* Appearance

The exclusive new Loktite design achieves a sturdy, distinctive appearance. Notice the heavy shadow cast by the double thick butt that adds character and beauty to any roof.



* Protection

Loktite's 100% double coverage actually gives 2 to 4 thicknesses over entire roof.

Look at the Back of the Shingle for Proof

AMERICAN ASPHALT ROOF CORP.
Member Asphalt Roofing Industry Bureau
Kansas City 3, Mo.
E. St. Louis, Ill. 31st & St. Clair
7600 Truman Road
Salt Lake City 10, Utah 1674 Beck
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THERE'S A LEIGH VENTILATOR FOR YOUR EVERY NEED!

500 Series are built of DOUBLE-PROTECTED Steel (a steel with a heavy zinc coating — plus bonderizing for added rust protection and perfect paint adherence). Slightly lower in cost. 400 Series are built of aluminum with sturdy riveted construction.

When you use Leigh ventilators, you are using the best that can be had. Each unit is designed to provide ample ventilation and keep out snow and rain.

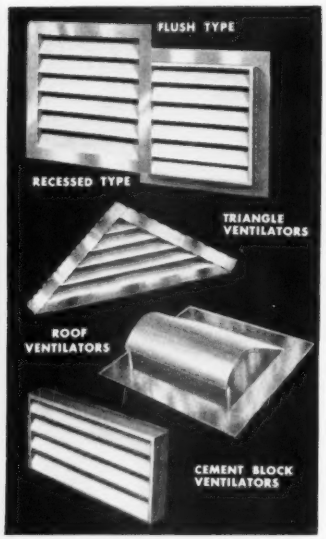
ATTIC VENTILATORS are made in a full range of standard sizes, both flush type and recessed type.

TRIANGLE VENTILATORS are made in 9-12 pitch and 6-12 pitch. Ample flanges cover roof pitches from 10-12 to 5-12. No loose or sliding parts.

ROOF VENTILATORS are styled to blend with roof line, yet have over 40 sq. in. of actual free area.

CEMENT BLOCK VENTILATORS — Ideal for concrete block masonry or brick walls. 16 x 8 size mortars in same space as cement block.

SCREEN — All ventilators are screened against insects and rodents.



Buy them from your nearest Leigh Dealer or for more detailed information, write us.

Styled and Built by Leigh Building Products

AIR CONTROL PRODUCTS, INC.
COOPERSVILLE Sun Street MICHIGAN

tors are Roger and J. O. Givens, and Roy P. Grissom.

ELK CITY: Long-Bell's newly-completed building materials store here is being managed by J. H. Johnson. He formerly managed the store at Hennessy.

PAWHUSKA: H. G. Benson has given $16,000 to the public library in the name of the Benson Lumber Company.

BARTLESVILLE: New manager of the Benson Lumber Company here is Jess Thomas. He was transferred from the Skiatook yard.

EL RENO: Verne Roberts, manager of the Long-Bell Lumber Company here, has announced the appointment of Darewood Long as assistant manager.

CLEVELAND: Norval Jackson now manages the Cleveland Lumber Company. He formerly managed the T. J. Hughes yard in Fairfax.

BUFFALO: Roy Moorhouse, manager of the C. E. Sharp Lumber Company, is scoutmaster of the Boy Scout troop here.

MIAMI: A. U. Fisher, owner of the Fisher Lumber Company, is the new district chairman for Northeast Oklahoma of the National Federation of Small Businesses, Inc.

FAIRFAX: Jim Suggs is new manager of the T. J. Hughes Lumber Company. Formerly assistant manager of the Hughes yard in Drumright, Suggs replaces Norval Jackson, who now manages a Cleveland yard.

GRANDFIELD: A new storage building is being constructed for the Red River Lumber Company on West Second Street. The 40x112-foot building will store lumber, glass, cement, and doors and sash.

STILLWELL: The Hope Lumber and Supply Company discontinued operations in December. Supplies were divided among neighboring yards.

LOUISIANA

BATON ROUGE: The Tommy Lobrano Lumber Company has been incorporated with capital stock listed at $1,000.

ARKANSAS

LITTLE ROCK: The Sturgis-Fowler Lumber Company, Inc., has bought a tract of land and a lumber mill in Louisiana.

YELLVILLE: The Hammerschmidt Lumber Company, of Harrison, has bought the Marion County Lumber Company. Robert Hammerschmidt, manager of the yard under the new ownership, said that it would be enlarged, remodeled, and given a new name.

SOUTH CAROLINA

CAMDEN: Robert McIlwain has succeeded the late R. E. Perry as manager of the Camden Builders Supply Company.

CHARLESTON: Louis C. Fischer, of the A. H. Fischer Company, is now a director of the Pennsylvania Lumbermen's Mutual Fire Insurance Company.

WILLIAMSON: Harper Builders Supply has been granted a charter of incorporation. J. M. Harper, Sr., is president.

CHESTER: The A A A Builders Supply Company has been incorporated with capital stock listed at $20,000.

GREAT FALLS: B. A. Lowry is president of the Great Falls Building Supply Company, a new corporation. Capital stock was listed at $20,000.

FLORENCE: The Palmetto Building Supply Company has been incorporated. Fenwick H. Murray, Jr., is president.

TEXAS

HOUSTON: Malcolm McCulloch has bought the Park Lumber and Building Company at 2111 Jensen Drive. The name has been changed to Malcolm McCulloch's Lumber

DEALERS:

Sell Dairies More Lead-Free Paint

- PROTECTS LIVESTOCK FROM LEAD POISONING
- BUILDS PROFITS FOR YOU

HERE'S the safe paint for the entire dairy, Interior and Exterior — Lead-free No. 300 by Southport.

Protects animals from lead poisoning, and keeps the surface sanitary and free from decay.

Sell your livestock and dairymen No. 300 Lead-free paint.
Write for details.

SOUTHPORT PAINT CO., Inc.
Savannah, Ga.

Market. McCulloch, vice-president of the Retail Lumber Dealers Association of Houston, formerly managed the Kirby Drive Yard of the Temple Lumber Company here.

BURNET: Frank Wasserman has moved here to join the Burnet Lumber Company. He formerly was associated with the W. F. and J. F. Barnes Lumber Company in Marlin.

FLOYDADA: Jim Willson, local lumberman, was recently elected president of the West Texas Chamber of Commerce at the annual meeting in Fort Worth.

BERTRAM: Mrs. J. A. Vaughan has retired as manager of the Bertram Lumber Company. She is succeeded by Al Thompson.

HOUSTON: The Baird Lumber Company is erecting a new building on Katy Road. The 146x72-foot building will have sales room and offices on the first floor and living quarters on the second.

GALVESTON: Weldon Walker, formerly of the Galveston yard of the Burton Lumber Corporation, is new manager of the Houston branch. He is replaced here by S. M. Clifford, formerly of El Paso.

HOUSTON: Willard E. Stovall, lumberman and homebuilder, has been made general manager of the Contractors Supply and Lumber Company. He succeeds E. Grady Hamilton.

HOUSTON: D. M. (Boots) Nichols, Jr., has been promoted from assistant to manager of the Temple Lumber Company's retail yard at 4807 Kirby Drive. He has been with the company 14 years, having started as a bookkeeper in Orange Grove.

TYLER: Several thousand persons visited the Sam R. Hill Lumber Company during its recent "open house" following the completion of its remodeling program. "All of the work was done by our mechanics . . . we did the complete job in our spare time," Hill said.

Obituaries

EDWIN A. FROST, 80, president of Frost Lumber Industries with headquarters in Shreveport, La., died January 16, after a long illness. He had helped to found a number of lumber and related businesses. At the time of his death, he was an executive of the Union Saw Mill Company, Arkansas and Louisiana Missouri Railway, Louisiana and Pine Bluff Railway, Nacogdoches and Southwestern Railway, Frost-Whited Investment Company, Shreveport Long Leaf Lumber Company, Frost Hardwood Flooring Company, and the Slagle-Johnson Lumber Company. He was noted as a religious and civic leader. Survivors include his widow, two daughters, two grandchildren, and four sisters.

NEWTON WHITE, 49, owner of White's Lumber Company in Anthony, Tex., died December 30. He was a member of the Masonic Lodge. Survivors include his widow, two daughters, mother, sister, and grandson.

JAMES MONROE CLINTON, 77, died January 10. He was the founder and senior partner in the Clinton Lumber Company at Petal, Miss. He leaves a widow, two sons, daughter, five grandchildren, three brothers, and four sisters.

DENNIS C. CREWS, 59, owner of the Pittsburg Building Supply Company, in Pittsburg, Tex., died at his home January 1. He had been president of the Rotary Club and the Camp County Chamber of Commerce, an official of the Northeast Texas Fair Association, and commander of the American Legion. Surviving are his widow, two daughters, and six sisters.

YOUR MOULDING NEEDS

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SAFE HANDS

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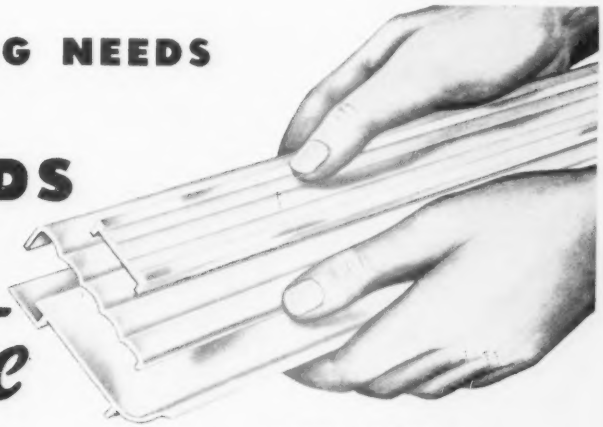

● No matter what your requirements are in decorative mouldings, you can depend on Trimedge, Inc. to satisfy your needs quickly, accurately, perfectly through the Trimedge distributor right in your own area.

Trimedge, Inc. operates its own extrusion plant in Youngstown and produces the most complete and practical line of modern decorative mouldings available in a continuing process from ingot to finished extrusion.

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PRICE TAG MOULDINGS

Come in a variety of shapes and sizes. Practical, durable and eye appealing.

SKIRTING MOULDINGS

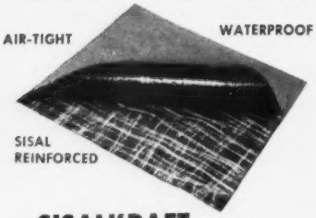
Sturdily designed for installations where the moulding extends below the surface to which it is attached.

WALLBOARD MOULDINGS

Add beauty and distinction to all installations. Famous for easy application and long wearing qualities.

NOSINGS • EDGINGS • BINDINGS • SINK FRAMES • CAP MOULDINGS • INSIDE AND OUTSIDE CORNERS
SNAP-ON MOULDINGS • THRESHOLDS • CHANNELS • ANGLES • OVALS • BASE TRIMS • SPECIAL SECTIONS

THESE 35 POPULAR USES FOR SISALKRAFT PRODUCTS MEAN MORE PROFITS FOR YOU



SISALKRAFT USES IN BUILDING-CONSTRUCTION

As SHEATHING PAPER
As a MOISTURE-VAPOR BARRIER
For FLASHING Door and Window Openings
UNDER ALL CONCRETE SLABS
COVERING CONCRETE
(Curing and Protection)
UNDER FINISHED FLOORING
As PROTECTIVE COVERING for finished floors, stairways, trim, marble work, etc.
As WEATHER-PROTECTIVE "TARPS" over lumber, brick, cement, aggregate, etc.
As WEATHER-PROTECTIVE "TARPS" over machinery
FOR CLOSING IN, Temporary Partitions, Lining Sheds, etc.
For FROST PROTECTION
For Shade and Rain Shelters
As DRY SHEET under STUCCO

SISALATION USES IN BUILDING-CONSTRUCTION

As Combined Sidewall INSULATION and VAPOR-BARRIER
As Ceiling INSULATION
UNDER FLOORS
With SISALKRAFT, for INSULATED DRY WALLS
For Lining ATTICS & UNFINISHED ROOMS
For SINGLE-WALL Construction
For POULTRY-HOUSE LINING

SISALKRAFT ON THE FARM

For Temporary SILOS, Trench SILOS
For HAYSTACK COVERS
For Corn Crib COVERS: Grain Bin Liners
Temporary GRAIN PILING or STORAGE
For SEALING Permanent Silo Tops and Doors
For WAGON and TRUCK COVERS
As WINDBREAK "Tarps"
As PROTECTIVE "Tarps" over machinery
As SHEATHING PAPER for Farm Homes
For LINING BARNS, SHEDS, SHELTERS
For LINING STOCK CARS and TRUCKS
For CURING CONCRETE
For TREE WRAPS
As SHADE and RAIN SHELTERS
As SOIL STERILIZATION Covers
As Protective "Frost Blankets"
and many other uses.

Ask for Free Merchandising Aids

MAIL THIS COUPON TODAY

The SISALKRAFT Co., Dept. SB-2
205 W. Wacker Drive, Chicago 8, Ill.
Please send free samples and information on all Sisalkraft Products. I am a ☐ Contractor; ☐ Dealer.

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THE SISALKRAFT CO.
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Lumbermen Weigh Minimum-Wage Effects

New officers of the Southwestern Lumbermen's Club are seen above. Seated, from left, are E. A. Scott, Augusta, Ga., president; Mrs. Ethalind McCarthy, Jacksonville, Fla., secretary-treasurer, and J. W. Reynolds, Albany, Ga., director. Standing are these directors: J. P. Moyer, Montgomery, Ala.; T. B. King, Augusta, Ga.; R. E. Sullivan, Preston, Ga., and J. W. Zuber, Atlanta. Robert Rush, Hawkinsville, Ga., is a director. Billy Thames, Montgomery, Ala., is vice-president.

Increases in the cost of manufacturing and handling lumber resulting from the new federal 75-cent minimum wage scale were discussed at the 20th annual meeting of the Southeastern Lumbermen's Club in Atlanta, Ga., January 17. A faster trend toward mechanization of mills and concentrated yards was indicated in the forum meeting. Dick Wand, publisher of the *Southern Lumber Journal*, was moderator.

At the afternoon session, George B. Hamilton, treasurer of the State of Georgia, urged the lumbermen to become active voters and supporters of selected political candidates if they would have the Democratic Party return to its original philosophy and procedure in national government.

The organization began as the Southern Hardwood Manufacturers Association, but now includes wholesalers as well as mill-men, and softwood producers as well as hardwood millers.

Coincidentally with the annual meeting of the Southeastern Lumbermen's Club, the Army and Navy Lumber Branch of the Corps of Engineers started a three-day auction in the Biltmore hotel. The agency sought to buy 13,000,000 board-feet of lumber for use by all military branches and the Treasury Department. Representatives from 83 lumber firms from the whole nation attended the auction—first held since October.

FORT WORTH, TEX.: J. B. Nelson, V. D. Nicholson, and Palmer Coward have incorporated the Oregon Wholesale Lumber Company.

Fastest Selling CAULK COMBINATION IN THE WORLD

LIST PRICES
GUN $1.98
Cartridge .50
Slightly higher in West

VITAL Patented "Skeleton" type Gun and Spouted Cartridge

Vital-Calk . . . Vital-Calk spouted cartridges are inexpensive and practical. Ready to use—just snap into gun and caulk. No messy cleaning. Filled with top grade compound.

Vital-Calker . . . The "skeleton" gun and spouted cartridge, originated by VITAL, is the hottest caulking combination on the market. Get it on display and really sell caulk!

SEE YOUR JOBBER OR WRITE US TODAY

VITAL PRODUCTS MFG. CO.
7500 Quincy Avenue, Cleveland 4, Ohio

Strictly WHOLESALE

NBMDA-NPDA Schedules Winter Section Meetings

Winter section meetings of the National Building Material Distributors Association and the National Plywood Distributors Association will feature discussion of the problem of cooperatives. Other matters for consideration are a group insurance program, a composite forecast for business in 1950 reflecting distributors' opinions, and the problem of the greatly increased number of building material wholesalers.

A joint NBMDA-NPDA meeting for the Southern section will be held at the Roosevelt Hotel in New Orleans, La., March 17. The Midwest NBMDA meeting will be at the Edgewater Beach Hotel in Chicago, Ill., February 20, followed by the NPDA meeting at the same place February 21.

Among the Wholesalers

CHARLESTON, S. C.: William M. Bird and Company, Inc., has been made distributor for the Armstrong Cork Company's line of building material products. One of the oldest business firms in the South, the Bird firm was established in 1865.

ABILENE, TEX.: Fraser Edmonds now operates the Fraser Edmonds Company, to distribute building supplies. It is located at South 21st and Butternut Streets.

WADLEY, GA.: The Middle Georgia Lumber Company has been renamed the Wadley Lumber Company, following its sale to Harold W. Stone and D. L. Stone, Jr. Improvements to be made include a new office building. In addition to selling materials wholesale, the firm finishes lumber and sells some materials at retail.

Patton and Schaefer Form Wholesale Firm

Warehouse operations of Patton Forest Products Company and the Atlanta branch of Central Woodwork, Inc., of Memphis, were merged last month in the formation of Central Woodwork, Inc., of Georgia. Headquarters are at 430 Bishop Street, N. W., in Atlanta, Ga.

Officers of the new wholesale firm include Paul Patton, president; David C. Schaefer, vice-president, and R. T. Edwards, vice-president. Frank B. Ward is in charge of customer relations at the office. Patton will continue carload wholesaling of wood products through the Patton Forest Products Company.

Central Woodwork, Inc., of Georgia now is distributor for the Wood Conversion Company's products, Ideal Woodwork, Unique sash balances, fir doors, plywood, and related items.

ADD-A-ROOM
With The BESSLER DISAPPEARING STAIRWAY

Your Choice Of 7 Models

Install a Bessler Disappearing Stairway to provide a convenient means of gaining access to the upper story. Simplicity itself to operate and install, neat in appearance and strongly built. A practical and satisfactory modern space-saver.

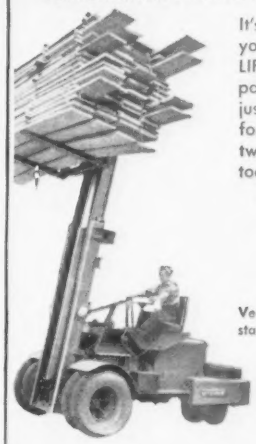
Our stairways have been on the market for 35 years.

Takes up no space in the room below. Folds up into the ceiling.

Write today for literature and details.

THE BESSLER DISAPPEARING STAIRWAY CO.
1900 E. Market St. Akron 5, Ohio

LIFT-O-KRANE
Made by Mfrs. of KRANE KAR
SPEEDS PRODUCTION!—CUTS HANDLING COSTS!
Combination Mobile Crane and Fork Truck



It's a MOBILE CRANE when you have crane work—a FORK LIFT TRUCK when you have pallet loads! For crane jobs, just fold back the forks. For fork jobs, remove the boom in two minutes! (Hook on a RAM, too, for coils, spools, etc.)

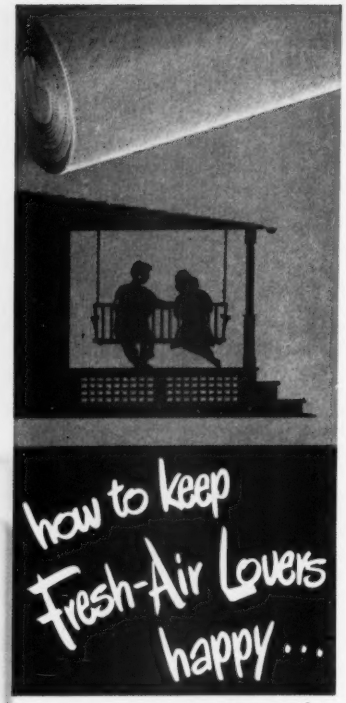
5, 7½, and 10 ton capacities
FORK LIFTS up to 18 ft.
BOOM HEIGHTS to 26 ft.
Gas or Diesel
Solid Cushion Rubber or Pneumatic Tires

Versatile LIFT-O-KRANE expedites stacking, storing, loading freight cars, trucks, etc. Handles lumber, timbers, logs, poles, ties, cement blocks, pallet loads of brick, sheet rock, building plastics, pipe, etc.

USERS: N. Y. Sash & Door, C. W. Brownell, Roof Structures, Wade and Dunton, Barrett Timber and Dunnage, Johnson Lumber Co., Hines Lumber Co., Harrellsville Lumber Co., etc.

Ask for Bulletin No. 65

864 63rd STREET
B'KLYN 20, N. Y.
SILENT HOIST & CRANE CO.



Sell 'em Cortland BRAND

INSECT WIRE SCREENING

Tell those fresh-air-loving customers of yours about the cool, insect-free comfort of screened-in porches . . . sleeping porches . . . windows . . . and doors and you have a sure-fire market for Cortland Brand Insect Wire Screening. Customers buy Cortland Brand Wire Screening, because it's priced to fit their purses . . . gives them years of long-lasting screen protection.

Stock popular, profit-making Cortland Brand now — a favorite wire screening for over 75 years. Made to U. S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48", in 100 linear foot rolls. Also in extra-wide widths in Bronze and Aluminum.

Cortland GRAY-WICK. The popular all-purpose insect wire screening. Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed" enameled finish. **Cortland BRONZE.** Rustless under all weather conditions—unaffected by salt air, acids or gases. Stronger and more durable than copper screening. In bright or "antique" finish. **Cortland ALUMINUM.** Can't rust or stain. Made of full gauge Alclad aluminum wire. Exceptionally strong and light in weight.

POULTRY NETTING ● NAILS & BRADS
HARDWARE CLOTH

WB
Cortland BRAND
WICKWIRE BROTHERS, INC., CORTLAND, N.Y.

NOVELTIES

(*From page 24*)

lighting, give the place a cheerful and inviting appearance. In the rear is a warehouse which has a second story. Some of the reserve stock is stored in the basement.

"The most outstanding characteristic of our store," says Dopkin, "is that we have for sale everything a person sees in it, from the fixtures themselves to the samples carried on our shelves. Customers can get ideas for what they want just by looking around and noting the casement windows, canopies, ceiling tile, paints, waxes, and other materials, all of which are price-tagged.

"It is so inviting, in fact, that many of our male customers use the place as a 'hangout' and we often receive calls from wives wanting to know if their errant spouses are hereabouts."

In addition to give-away prizes and radio promotion, Penn Supply uses other feasible media. Their 2½-ton Chevrolet delivery truck, for example, has on its side a hand-lettered poster of the month's specialty, such as plywood or moldings.

Hand-painted murals of forest and lumber scenes on the sides of the truck create further interest. In several colors, they are a far departure from ordinary delivery-truck decorations which flash the firm's name and products.

Immediate delivery is assured. If the stock wanted is not on hand, a customer is promised that it can be obtained quickly. Penn Supply's manager, Marty Cain, is on his toes constantly seeking to build up business.

One of the most successful means he knows is to scan lists of newcomers to the neighborhood. He gets this information through personal letters he sends out, from builders, or from city records. Cain first learns from the builder what a newcomer's home already contains in the way of insulation or other building specialties. With this information as a starter, he strikes up a conversation when he makes the call in an attempt to supply some product which the owner needs.

Building material for cellars or clubs is another one of Cain's specialties. He obtains leads from his own observations or from contractor friends. When making his calls, he carries a portfolio of manufacturers' literature, millwork or flooring samples, instruction charts, and other useful data.

Another attention-getter for Penn Supply is the use of posters on the store's front windows. Made in varied shapes such as a tulip or leaf in season, each plays up a special product, like pickets, lawn mowers or screens, with the price and special discount on each. This window advertising is changed about once a month.

All four members of Penn Supply's staff are veterans of World War II. Dopkin and Cain each spent two years in Europe with the Army, and Cain was a prisoner-of-war. Truck driver Charles McManus and his helper, George Harris, also are war veterans.

WEL-BILT *FOLD-A-WAY* STAIRWAY

• SAVES SPACE
• IDEAL FOR SMALL HOMES
• ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

STRONG • EFFICIENT • SAFE

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

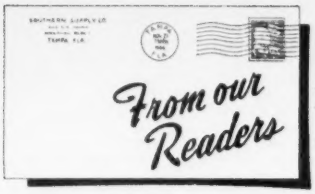
Manufactured by

THE WEL-BILT PRODUCTS COMPANY

P. O. Box #95 Memphis, Tennessee

FOR SALE
BUILDING PAPER
(To dealers only)
KING NAIL BAGS
(Larger opening)
SISAL TWINE
(No odor, no stain)
Write for Sample and Prices.
HOSKING PAPER CO., Wilmette, Ill.

ATTENTION, DISTRIBUTORS, JOBBERS, DEALERS, AND SELLING AGENTS—Valuable territory still open for Aluminum Mouldings and Trims; also Plastic Wall Tile. Write NATIONAL ALUMINUM COMPANY, 1137 Alum Creek Dr., Columbus 9, Ohio.



"**THE SOUTHWESTERN** Lumbermen's Association has always appreciated SOUTHERN BUILDING SUPPLIES. But in the December issue, under your Balance Sheet, we had the pleasure of reading 'Don't Buck This Seller's Market' —one of the most timely articles we have seen lately concerning the promotion of stronger associations. We think your plan of providing a directory of associations each month is excellent."—**W. H. Teal, assistant secretary-manager, Southeastern Lumbermen's Association, Kansas City, Mo.**

★ ★ ★

"**WE NEVER KNEW** until this morning how fully to appreciate your magazine until we read 'Second Inventory' in the December issue of S*B*S. Please keep up publishing or giving space for articles of this nature for it is our greatest need. We think 'how is your spiritual account?' should be first. If we put these most important things first, the money will be supplied without worry."—**F. L. Voliva Hardware Company, Belhaven, N. C.**

★ ★ ★

"**KINDLY ADVISE** us as to where we might get blueprint and specification of the IE Home featured on the front cover of your November SOUTHERN BUILDING SUPPLIES. We might say, in passing, that we like your publication extremely well and always look forward to the next issue."—**J. W. Lambert, president, J. W. Lambert Lumber Corporation, Beaver, W. Va.**

★ ★ ★

"**I HAVE READ** and re-read your Balance Sheet editorial in the November issue quoting Mr. Leonard E. Read, president, Foundation for Economic Education, Inc., and entitled 'Your Efforts Can Help Keep Coercive Collectivism from Displacing America's Volunteer Society.' This is one of the finest articles I have read in a long time and I would like to have 300 to 500 copies of this printed to send to a number of our friends."—**L. N. Bagnal, wholesale lumber, Winston-Salem, N. C.**

Nylon Brush Contest For Retail Paint Dealers

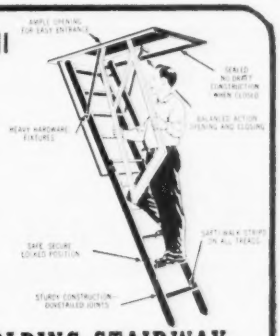
To stimulate dealer interest in and knowledge of, the salable qualities of nylon-bristled paint brushes, the DuPont Company is sponsoring a contest for paint dealers and personnel.

Prizes will be awarded according to correct answers to true-or-false questions and completion of the sentence, "I sell my customers Nylon Paint Brushes because . . ."

Entry blanks are contained in each box of brushes, although it is not necessary to buy anything to enter the contest. Extra blanks may be obtained from N. Aubuchon Polychemicals Department, Plastics, E. I. du Pont de Nemours and Company, Inc., Wilmington 98, Del.

Entries must be mailed by April 30, 1950. Awards are a first prize of $250 and 50 other cash prizes.

Now you can sell **Safe Accessibility to Attic Space** with the **balanced action**



E Z WAY FOLDING STAIRWAY

THIS LOW COST FOLDING STAIRWAY makes attics an accessible part of a home for storage or a spare bedroom. Designed for easy opening and closing, the EZWAY FOLDING STAIRWAY permits the use of valuable floor space when the stairway is not in use. The value and convenience of property is increased many times in relation to the moderate cost of installation.

EASILY INSTALLED—comes in one compact unit ready to nail into ceiling opening.

E Z WAY FOLDING STAIRWAYS for MORE USABLE SPACE in NEW HOMES • REMODELING • SUMMER HOUSES • GARAGES

Heavy duty model available for industrial installations.

MINNESOTA WOOD SPECIALTIES, INC.

Box 216 St. Paul Park, Minnesota

Write for literature and dealer discounts.

WIN WITH WALLBOARDS!

(*From page* 30)

For ½-inch thick insulating building board when the nails are to be covered under battens—1½-inch galvanized shingle nails, galvanized roofing nails, or 4d. box nails.

For 1-inch thick board — 2-inch galvanized roofing or box nails.

When nails are exposed, manufacturers recommend that 1¼ or 1½-inch finishing nails be used with ½-inch board and 1¾ or 2-inch galvanized finishing nails be used with 1-inch board.

The Insulation Board Institute offers the following instructions concerning the nailing of building board:

"Where paints and stains are to be used, the insulating board is attached by means of finishing nails or brads, driven at an angle and set. The insulating board should be nailed first to intermediate framing members and then along the edges.

"On intermediate framing members, nails should be spaced 6 inches apart, driven at a slight angle and the slope alternated from nail to nail. Nails should be spaced 3 inches apart at edges and ⅜-inch away from edges and driven until the heads are flush with the insulating board surface."

Insulating Building Board may be nailed directly to studs. The boards should be placed singly about a room about 24 hours before application to allow adjustment to atmospheric conditions. It is essential that ½-inch board be applied on framing centers that are not greater than 16 inches. Thicker (¾ or 1-inch) board may be applied to framing on 24-inch centers.

Insulating Building Board is the best seller of the insulating board products. It is widely used as the interior wall and ceiling finish in dry-wall construction. Its finished surface requires no further decoration. It also may be used as a base for plastic paints and other coverings. Along with plywood and gypsum board, insulating board is a basic ingredient in prefabricated housing. Insulating Building Board has dozens of utility uses, including the building of partitions, insulation under finish flooring, and exteriors for temporary builders.

Insulating Board Planks and Tileboard are finding increasing favor as manufacturers add new and more appealing decorative finishes and installation methods.

Planks enhance the interiors of airport offices, bowling alleys, cocktail lounges, cafes, auditoriums, game rooms, libraries, lodge halls, nurseries, reception rooms, summer cottages, theaters, and window displays. Insulating Planks are popular for remodeling because they may be applied directly over old surfaces.

Insulating Planks, which come in from 6- to 12-foot lengths and 8- to 16-inch widths, are applied horizontally or vertically. They may be nailed to wood framing or to furring strips at right angles. The furring strips should have 9-inch centers up to a height of 5 feet, and 12 or 16 inch centers above 5 feet.

Insulating Tileboards and Planks may be fastened various ways. These include nails, clips, staples, and adhesives. When nails are used, they should be finishing nails or cadmium-plated, diamond-point nails. They should be long enough to penetrate approximately one inch into the nailing base. Manufacturers' instructions should be followed for the use of clips, staples, and adhesives.

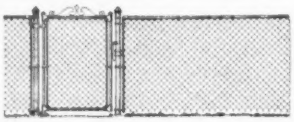
Insulating Tileboard may be applied to plaster, smooth wood, or plasterboard. When applied over rough surfaces, furring strips are necessary as a base. Where used, nails should be set flush along edges at a slight angle and should be spaced 6 inches.

Special adhesive furnished or prescribed by the manufacturer for installing Insulating Tileboard should be applied at corners of square tileboards, and each board set by sliding into place. Supplementary nailing is recommended in all cases to insure a strong bond. Dealers should consult manufacturers or their literature regarding methods of application—and see that the customer or

IRON AND CHAIN LINK WIRE
Fences and Entrance Gates for Homes . . . Large and Small

Join the many alert building supply dealers who are cashing in on the sale of Stewart Iron and Chain Link Wire Fences, Entrance Gates, and other products. Without investing one penny you, too, can increase your volume and profit. The Stewart sales producing plan is backed by fifty-four years of continuous manufacturing experience, unimpeachable reputation, quality merchandise, and nationally advertised products.

Stewart Iron and Chain Link Wire Fences are available in a wide variety of designs to harmonize with every conceivable type of architecture and to fit every fence budget.



Investigate NOW! Send for complete details of this unusual plan. There is nothing to buy — no stock to carry, and your inquiry places you under no obligation.

Stewart Iron and Wire Fences

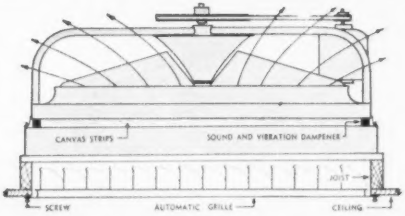
THE STEWART IRON WORKS CO., Inc.
1746 Stewart Block, Cincinnati, O.

"WORLD'S GREATEST FENCE BUILDERS SINCE 1886"

Get set for next summer's sales with the great

Quietaire

THE REVOLUTIONARY ATTIC FAN THAT SELLS FOR LESS, OFFERS BIGGER DEALER PROFITS



Now is the time to contact

WESTINGHOUSE ELECTRIC SUPPLY CO.

or write direct to

QUIETAIRE CORPORATION

505 N. Hutcheson Ave. **Houston, Texas**

applicator gets adequate instructions. See table on page 29.

When Insulating Board Lath is applied, the following items usually are needed: blued plasterboard nails with $\frac{7}{16}$-inch heads, 1¼-inch nails for ½-inch thick lath, and 1¾-inch nails for 1-inch lath; expanded metal lath to reinforce angles, joints between frame and masonry construction, and corners by doors and windows. Some manufacturers provide patented metal reinforcements for strengthening plaster at joints.

Insulating Board Lath, which commonly comes in panels 18 x 48 x ½ inches, serves as a plaster base. It leaves no lath marks and gives strength not available in most lath. The close-fitting joints of insulating lath afford continuous insulation. The sound-deadening effect makes it important in many installations.

Insulating Board Lath should not be moistened at any time. It should be applied with long edges at right angles to framing or furring strips. The joints of the panels should be staggered along the course of the lath. Only pieces of insulating lath—and not wood lath or other materials—should be used to piece out a course of this lath.

Six-inch strips of expanded metal lath should be used to reinforce joints between frame and masonry construction. Three-inch strips should be used diagonally at corners of door and window openings.

Insulating Board Sheathing is used beneath wood siding, wood shingles, stucco, or brick veneer. Treated with asphalt to make it moisture-resistant, it is acceptable to FHA without adding building paper—except when used with stucco and masonry veneer.

Because of its tensile strength and rigidity, it is sometimes used on farm structures as an exterior wall without siding, although painting is recommended in such cases and wide battens should seal the panel joints.

Some manufacturers place marks on the board to aid in placing nails. Insulating Board Sheathing requires the use of large headed roofing nails.

In applying this type of sheathing, nailing should be done first to the intermediate studs — whether the panels are placed horizontally or vertically. Nails should be spaced 6 inches on the intermediate studs and 3 inches along the edges. The 2x8-foot sheathing should be placed horizontally with the joints interlocking.

When rigid shingles are used, furring strips are applied over the insulating board. Various types of patented nails or clips may be used to fasten shingles directly to the sheathing.

All types of Insulating Boards should be stored under cover. Attention should be given to preserving the edges and corners of the board between factory and use site. Usually it is stored in the original paper-covered bundles, either in flat piles or on end. When stored on end, care should be taken to protect the fabricated edges from dents or bruises.

Two men easily can raise a package of 12-foot Insulating Board from a truck and stand it on end or lower it into a truck for removal. Mechanical lifts are needed to pile packages flat to a height of 12 feet. In handling packages of this size, a passageway 14 feet wide is essential.

A bundle of Insulating Building Board is usually composed of six pieces. The weight for 1,000 square feet of board is about 760 pounds.

Depending upon their size, Insulating Board Planks come in various sized packages. A popular sized package contains 12 planks.

Insulating Tileboard comes in packages of from 20 to 50 panels, depending upon their size.

Insulating Board Lath is packaged with from 9 to 15 pieces to the bundle.

Insulating Board Sheathing usually comes two panels taped together.

Major manufacturers of Insulating Board products make available to dealers a selection of samples, display boards, hand-out literature, advertising mats, and installation instructions.

In building new stores or remodeling old salesrooms, many dealers utilize Insulating Board products for their beauty, insulation, and building strength. This permits them to demonstrate such products in actual use for prospective customers.

Dealers who post themselves on the uses and installation of Insulating Board, according to the particular suggestions and instructions of the manufacturers, should find a profitable market among builders and home-owners alike for this "triple threat" material.

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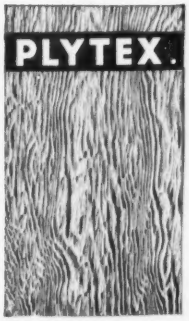

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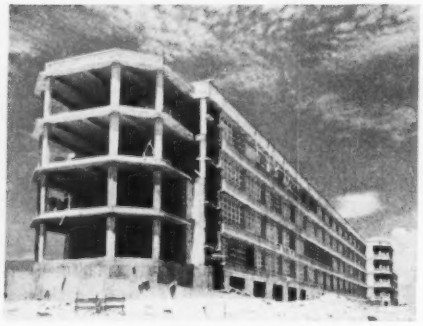

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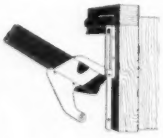

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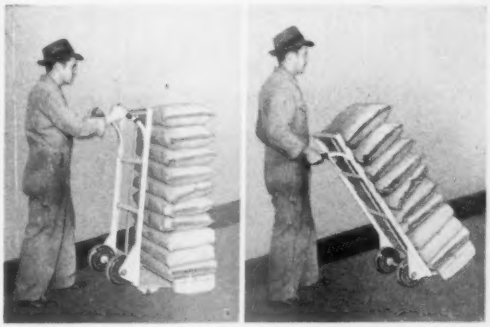

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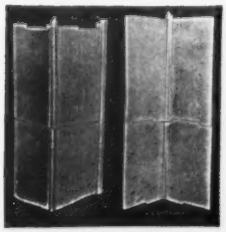

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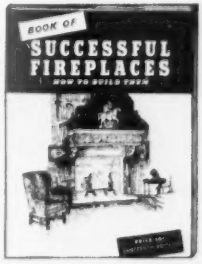

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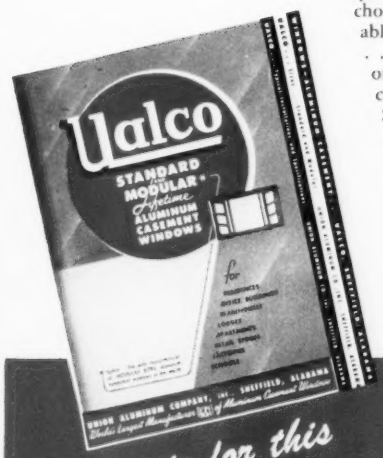

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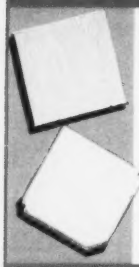

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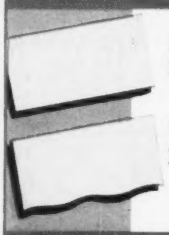

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